

Varsity Base Expands Group Ordering for Schools, Teams and Student Organizations

One contact, one approved design, one delivery — custom letterman jackets made to a group's exact colors, logos and names, without per-person coordination.

NEW YORK, NY, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- [Varsity Base](#) has expanded its [group ordering](#) program for schools, sports teams, student organizations and businesses buying [custom letterman jackets](#) in quantity.



A coach and student review a custom letterman jacket made for a school group order.

Anyone who has organized a group apparel order knows the real work is not the jackets. It is collecting sizes from forty people, chasing the ones who never reply, keeping everyone's design consistent, and making sure the whole order lands before the game, the ceremony or the last week of term. The garment is the easy part. The coordination is what makes organizers dread it.

“

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*Andrew Zolotovskovs,
Founder, Varsity Base*

Varsity Base's group program is built to absorb that. A group works with one point of contact from first sketch to delivery: one design is proofed and approved, sizing is handled in a single pass, and the finished order arrives together rather than trickling in. Organizers can start from the company's online jacket builder to visualize the design before anything is committed.

The program covers four groups. Schools and universities use letterman jackets to recognize academic and athletic achievement, built around school colors, logos and

emblems. Teams, clubs and leagues order matching jackets carrying team identity, including player names and numbers, for rosters, championships and fundraisers. Greek organizations design jackets around their letters and traditions. Businesses use the same construction for branded corporate apparel and gifts.

Every jacket in a group order is made to the same specification as an individual one: Melton wool bodies, cowhide leather or faux-leather sleeves, satin and lightweight options, with chenille lettering, embroidery and custom patches across more than 24 colors, plus a full women's line including crop tops and coats.

"The organizer is usually a coach or a parent volunteer doing this on top of their actual job," said Andrew Zolotovskovs, founder of Varsity Base. "Our job is to make it one conversation and one delivery instead of forty."

Because every jacket is made to order, the company encourages groups planning for fall events, championships and graduations to begin their orders early in the season.

Group and bulk inquiries are handled at varsitybase.com.

About Varsity Base

Varsity Base is an online store and specialized manufacturer of customizable varsity apparel: letterman jackets, coats, crop tops, hoodies and custom patches. Combining traditional materials with an online design experience, Varsity Base serves individual customers, schools, teams, Greek organizations and businesses.

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