

Printify Clarifies What Is White Label Clothing and How You Can Use It for Branding

Why print-on-demand is helping brands launch faster, scale smarter, and stay in control in 2026.



Wilmington, Delaware Dec 16, 2025 ([Issuewire.com](https://www.issuewire.com)) - White label clothing has become one of the most effective ways for brands to enter the fashion and lifestyle market without the traditional risks of manufacturing. Instead of producing garments from scratch, businesses add their own branding and designs to ready-made products and sell them under their own name. In 2026, this model is gaining traction among startups, creators, and established brands looking to expand quickly.

“White label clothing allows brands to focus on what actually drives growth – branding, storytelling, and customer experience,” said Dāvis Sārmiņš, Director of Growth Marketing at Printify. “You don’t need factories or warehouses to build a recognizable brand anymore.”

Why white label clothing is growing in the US market

The US apparel eCommerce market continues to grow, with online clothing sales expected to account for more than 30% of total apparel revenue. At the same time, consumers are increasingly loyal to niche and independent brands that align with their values and aesthetics. This has accelerated adoption of white label models, which offer faster launches and lower costs.

“US consumers care about branding and identity more than ever,” said Sārmiņš. “White label clothing makes it possible to meet that demand without massive upfront investment.”

What white label clothing really means for brands

White label clothing refers to blank garments manufactured by one company and customized by another with logos, designs, or labels. Unlike private label products, which are exclusive to one brand, white label items can be used by multiple brands, each with its own unique look and messaging. This makes white label an accessible entry point for new brands while still allowing strong differentiation.

“It’s not about owning the product - it’s about owning the brand,” said Sārmiņš. “The customer remembers your message, not where the fabric came from.”

How white label clothing works with Printify

Printify brings white label clothing to life through a print-on-demand model. Brands select from a catalog of more than 1,300 [white-label products](#), including t-shirts, hoodies, activewear, and accessories. Using Printify’s free Product Creator, businesses apply designs and branding, then connect their store to leading eCommerce platforms.

When a customer places an order, Printify’s global network of print providers handles production, quality control, packaging, and shipping. There’s no inventory to manage and no minimum order quantities.

“Print-on-demand removes the biggest barrier to entry,” said Sārmiņš. “You can launch in hours, test designs in real time, and scale only what sells.”

The branding advantages of white label clothing

White label clothing offers several advantages for branding-focused businesses. Lower startup costs make experimentation affordable, while faster turnaround times allow brands to react to trends. Options like tear-away labels, tagless garments, and custom neck labels help create a more polished brand experience.

“Brand perception is built on details,” said Sārmiņš. “Even small touches like custom labels can significantly increase brand recognition.”

US-based brands are already seeing results

White label clothing is already driving success for US-based businesses. A fitness brand in California used Printify to launch a white label activewear line, testing multiple designs without inventory risk. Within months, the brand scaled its top-performing products and built a loyal customer base through social media marketing.

In another example, a lifestyle brand in New York expanded beyond apparel by adding white label tote bags and hoodies. By using Printify’s print-on-demand model, the brand increased average order value while maintaining consistent branding across all products.

“Flexibility is what gives smaller brands an edge,” said Sārmiņš. “White label lets them move faster than traditional retailers.”

Choosing the right white label products for your brand

Successful white label branding starts with product selection. Apparel remains the most popular

category, but lifestyle products like water bottles, mugs, candles, and tote bags are increasingly used to strengthen brand identity and drive repeat purchases.

“The best white label products are the ones customers actually use every day,” said Sārmiņš. “That’s how your brand stays visible and relevant.”

Standing out in a competitive white label market

Because multiple brands can sell similar products, differentiation is critical. Strong visuals, a clear niche, and consistent messaging help brands stand out. Content, community engagement, and storytelling turn white label clothing into something uniquely personal.

“White label doesn’t mean generic,” said Sārmiņš. “Brands that win are the ones that create emotional connections.”

Why now is the right time to start

With rising production costs and shifting consumer expectations, white label clothing offers a smarter path to building a brand in 2026. Printify’s print-on-demand infrastructure, wide product selection, and easy integrations make it possible to start without risk and scale with confidence.

“White label clothing gives brands freedom,” said Sārmiņš. “Printify makes that freedom accessible to anyone ready to build something of their own.”

About Printify

Printify is a print-on-demand platform that helps merchants design, produce, and sell custom products through a global network of vetted print partners. With powerful creation tools, transparent fulfillment, and built-in licensing options, Printify enables creators to launch and scale brands safely and efficiently.

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