

T-Shirt Brand Finds the Right Fit with TPH Partnership for a \$90 Million Retail Transition

A Case Study

True Classic™, a men's apparel brand built on innovative silhouettes and catchy social media campaigns, sold \$15 million worth of clothing via e-commerce in its first year in business.

Four years later annual sales exceeded \$200 million and lifetime sales crossed the \$500 million mark, but the brand was thinking even bigger. In 2025, True Classic landed an opportunity to debut its popular men's T-shirts in a series of Costco roadshows. It was an ambitious and complex cross-country undertaking. The company reached out to TPH Global Solutions® for help with creating a roadshow display.



While e-commerce success doesn't always translate to brick-and-mortar success, with experienced support, brands can scale confidently, profitably, and fast.

During the initial call with TPH, the company representative described its Costco opportunity but was unable to provide key specifications. While the sales team had secured the opportunity, the creative, operations and product teams had yet to confirm critical details.

- What products were they selling?
- How would the products be packaged?
- Who would fulfill the packaging of finished goods
Where would these materials be packed?
- What display type and presentation would be used on the floor? How many units would each display hold?
- What art would be used for packaging and displays?
- What mix of products would be included in a planogram?
- What would be required for material movement and product logistics?
- What was the all-in cost per unit?

Costco Roadshow Success: Details, Timing & More Details

Successful execution would depend on the ability to manage a warehouse-sized collection of logistical feats and compliance demands for which True Classic had little experience:

- The creation of unique selling units suitable for warehouse clubs
- Development of a packaged product strategy for multi-unit retail
- Planning for bundling, pack-out, or fulfillment at scale
- Mastering retail compliance, logistics and execution
- Managing extremely short timelines with hard on-floor dates

Inside True Classic, the scope and scale of the opportunity were stressing the organization's skill set and capacity. Responsibility for execution had fallen to team members with no experience managing anything like this level of retail complexity. The risk of failure was real.

The phone call was a turning point. It was clear that True Classic didn't need another vendor. The company needed a partner who could furnish all the capabilities, resources and expertise to fill the knowledge gap. The dynamics of the conversation shifted and soon the relationship did as well: True Classic would partner with TPH as the hub connecting the company's product, packaging, merchandising, logistics, creative, sales and fulfillment efforts and operating as an extension of their team.

An Opportunity that Must Be Managed to a T

A club store [roadshow](#) is a great opportunity to test brand appeal with a large audience primed to shop and explore novel offerings. Roadshow displays are often situated in high-visibility floor space and provide the ability to get firsthand feedback and data on a product's viability.

But there's nothing easy about managing them. The path from factory floor to retail floor must be seamless. Displays and packaging must meet a long list of retailer requirements. The brand is responsible for setting up the display, keeping it stocked and staffed, and breaking it down at the end. A sloppy display or a missed deadline can get you kicked out with little warning.

Here's an overview of how TPH support and project management put the True Classic roadshow on a path to nearly \$90 million in club store sales.

That Roadshow Looks Good on You

👤 Creating a Sellable Retail Program

True Classic had a great product but did not have retail-ready SKUs. TPH developed bundled multi-pack configurations, designed packaging and tray solutions optimized for warehouse clubs, and created selling units that would capture the interest of Costco members.

👤 Solving Packout & Fulfillment at the 11th Hour

Originally, True Classic planned to handle bundling internally. When plans changed weeks before launch, TPH stepped in and put its pack-out operation with trusted fulfillment partners into action to maintain product flow and keep up with changing schedules as show counts jumped from three to 10, to over 40 per week.

👤 Executing at the Speed of Change

From concept to product on the floor, the entire program came together in less than six weeks, with details evolving up until the last minute.

👤 Project Management & Troubleshooting

TPH managed supply chain coordination, display production, pack out and fulfillment, and delivery to stores, handling shifting quantities and timelines to prevent issues from reaching the retail floor.

The Results: Revenue, Exposure, and a New Growth Engine

Over the course of the program, True Classic generated approximately \$55-\$60 million in revenue through Costco roadshows and an additional \$20-\$25 million through Sam's Club.

While margins on road shows are lower than True Classic's e-commerce business, the campaign put True Classic in front of a massive new audience, cemented its position as a national retail brand and established a pathway to in-line, year-round retail placement. The program also created a repeatable framework for additional retail expansion.

With the help of TPH, True Classic continues to navigate the shift from one-to-one sales to the retail floor with confidence.

Retail & Roadshow Success Made Easy

True Classic didn't succeed because it found the lowest-cost display provider. It succeeded because it partnered with a team that understood retail environments, anticipated problems before they reached the store floor, translated complex requirements into a structured process, and operated with expertise, empathy, and accountability.

Today, TPH continues to work with True Classic on an evolving retail strategy, from labor-intensive roadshows toward more sustainable in-line programs that support long-term growth and profitability.

Whether you are working on a campaign for a warehouse club, specialty retailer, grocer, or pharmacy chain, TPH can help make you look good with retail buyers and create a program that sets you up for repeat success.

TPH manages everything from [custom packaging](#) and [POP displays](#) to [global supply chain](#) and [logistics](#) seamlessly and with the expertise that comes from decades of experience.

[Contact us](#) to learn more about roadshow and pop-up show support.

About True Classic

Founded in 2019, True Classic is one of the fastest-growing men's apparel brands, redefining everyday essentials for the modern man. U.S.-based and globally available, the DTC fashion brand combines ultra-soft fabrics, tailored fits, and inclusive sizing from S-3XL to create versatile basics that look and feel exceptional on all body types. With a mission to help men look good, feel good, and do good, True Classic donates over 40,000 T-shirts each month to homeless veterans, shelters, and schools, while supporting initiatives like the Tiny House Project. The brand also supports philanthropic efforts by aiding humanitarian crises, fulfilling eachers wish lists, and providing resources during natural disasters.

More at: www.trueclassic.com

TRUE CLASSIC

About TPH Global Solutions

TPH Global Solutions® makes it easy to get your products through the maze of retailer requirements and complex supply chain challenges, avoiding the gantlet of potential missteps with missed deliveries, product and packaging errors, and shipping damage. From pitch to profit, TPH Global Solutions delivers successful merchandising campaigns with point-of-purchase (POP) displays, packaging and fulfillment – appreciated by consumers and retail buyers alike. For established brands, TPH Global Solutions takes the pain out of your supply chain. For emerging brands, TPH Global Solutions helps you land and pass the test order. For all, TPH Global Solutions provides everything you need to seize your next opportunity.

More at: <https://www.tphinc.com>

