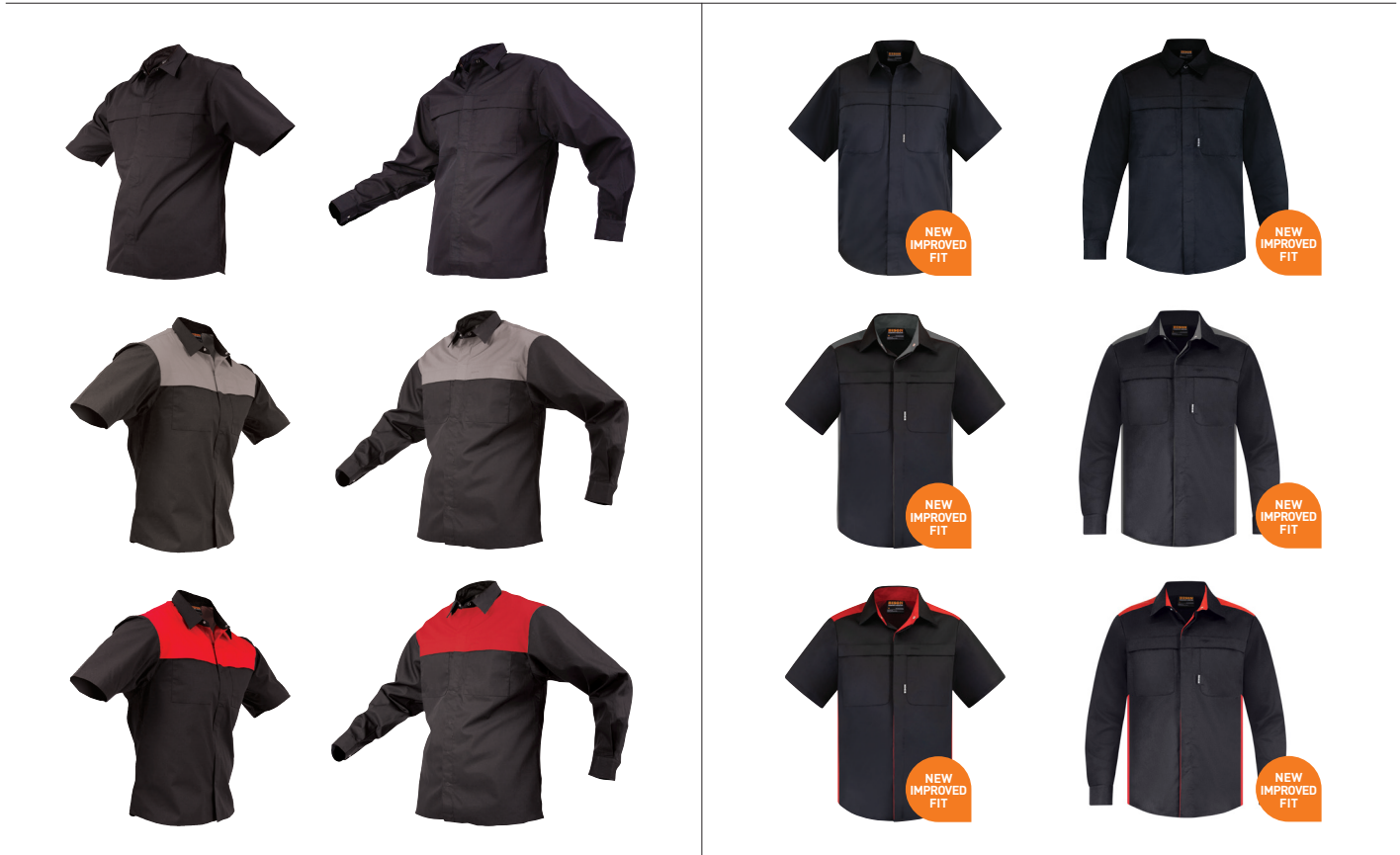


OLD VS NEW

OLD FIT SIZE	NEW FIT SIZE
-	S
S	M
M	L
L	XL
XL	2XL
2XL	3XL
3XL	4XL
4XL	5XL

GET A MORE GLOBAL SIZE MATCH WITH OUR UPDATED FIT!

Our new fit has been upgraded to match global sizing. Our old fit wasn't true to size and ran one size larger, so you will find that you will need to go up a size in the new fit.



OLD STYLE	NEW STYLE
<p>Sizing: The old sizing is bigger than the new sizing. We have brought the sizing back down to match your true size.</p>	<p>Sizing: Our new shirts are now true to global sizing. The size of the new shirt will be the same as most of your other clothing. If your personal shirts, tees, hoodies are a size XL, you will fit a Bison XL shirt.</p>
<p>Fit: Feedback on these shirts were that they were outdated and boxy</p>	<p>Fit: Comfortable in all the right places, you'll notice they look better and move with you</p>
<p>Fabric: 170gsm blend of polyester and cotton Not a blended yarn the fabric feels stiff and crispy</p>	<p>Fabric: 190gsm Polycotton Twill Blended yarn is stronger, more comfortable and breathable</p>
<p>Venting: Vented back and underarm</p>	<p>Venting: Vented back</p>
<p>Mercerised: Yes</p>	<p>Mercerised: Yes. A polycotton blended yarn using mercerised cotton helps to increase strength and durability</p>
<p>Sanforised: Yes</p>	<p>Sanforised: Yes</p>

Men's Shirt Sizing	3XS	2XS	XS	S	M	L	XL	2XL	3XL	4XL	5XL	6XL	7XL	8XL
Chest (cm)	75-80	80-85	85-90	90-95	95-100	100-105	105-112	112-119	119-126	126-133	133-140	140-147	147-154	154-161
Chest (in)	30-32	32-34	34-36	36-38	38-40	40-42	42-45	45-48	48-50	50-53	53-56	56-59	59-62	62-64