What is Tartan?
Tartan is a plaid fabric with its pattern formed by colored strips in both the warp (vertical) and weft (horizontal) directions. Although tartan has a long history symbolizing the Scottish Highland culture, it was in the 19th century when the custom of using a particular tartan pattern to identify a clan was first established. Since then, tartan becomes an identity symbol adopted by families, cities, companies and various organizations. To call it an official tartan, however, the tartan design has to be approved for registration with Scottish Register of Tartans of the Scottish government. Please see the Official Tartan Certification of East Carolina University at the end of this catalog.

Official East Carolina University (ECU) Tartan
The Official East Carolina University Tartan was created by ECU Merchandising Program faculty and student in collaboration with Collegiate Tartan Apparel (CTA), a North Carolina company. The design was first approved by the university marketing and licensing divisions, then registered with the Scottish Register of Tartans in 2011. ECU also owns the copyright of the tartan design granted by the United States Copyrights Office. Therefore, the use of official ECU tartan design requires approval by the university administration. At present, Collegiate Tartan Apparel or CTA is the solely licensed collegiate manufacturer of official ECU tartan products.

The partnership between ECU Merchandising Program and CTA is a mutually beneficial relationship where merchandising students gain experience in product development, pricing, sourcing, merchandising and marketing while CTA gains from students’ creative ideas and carries out the specific merchandising business actions. The process from researching and turning an idea into a final product is a profound learning experience that well prepares merchandising students for their careers. For each online sale of ECU tartan product, CTA gives a percentage of total retail sales back to the Merchandising Program Scholarship Fund. In the past two years, the program were able to provide two $1,000 scholarships through this fund. In Fall 2014, students in merchandising capstone class are learning and practicing social media campaign by becoming CTA Facebook editors and this catalog is part of the marketing exercise. We welcome your input and support to this collaborative learning project.
ECU Tartan Scarf
100% Lamb’s Wool
82 inch x 12 inch
Made in Scotland
Regular Retail $79.00
Now on Sale for a limited time during 2014 Holiday Season – please check price online

Click to Order from CTA
Or, visit Dowdy Student Store

In picture: Ariel Serano,
Student of MRCH 4999
Merchandising Capstone Class 2014
ECU Tartan Bow Tie (picture below is silk bow tie)
100% Silk 100% Polyester
Made in Italy Made in USA
Retail $65.00 Retail $47.00
Click to Order from CTA, or visit Dowdy Student Store
Now on Sale for a limited time during 2014 Holiday Season – please check price online (silk bow tie and pocket square)

ECU Tartan Pocket Square
100% silk Made in Italy Size 12 x 12
Retail $32.00
Click to Order from CTA, or visit Dowdy Student Store

In picture: Matthew Fleagle, student at East Carolina University
ECU Tartan Tie
100% Silk
Made in Italy
Standard
Retail $72.50
Now on Sale for a limited time during 2014 Holiday Season – please check price online

Click to Order from CTA
Or, visit Dowdy Student Store

ECU Tartan Tie
100% Polyester
Made in USA
Standard length, Retail $49.00
ECU Tartan Belt

Authentic leather trim
Made in USA
Size: 30, 32, 34, 36, 38, 40, 42 and 44 available
Retail $52.95

Click to Order from CTA
Or, Visit Dowdy Student Store

In picture: Cole Taylor and Matt Fleagle, students at ECU, wearing ECU tartan tie, bow tie and belt.
ECU Tartan Cummerbund
100% Silk, Made in USA with imported fabric from Italy
Retail $92.00
Click to order from CTA
Set of bowtie and cummerbund is available

In picture: Thomas Hennesy, student at ECU and also a marine, wearing ECU silk tartan bow tie and silk tartan cummerbund
ECU Tartan Ribbon Key Fob. Short (3.5 inch) $11.95, Long (5 inch) $13.95 Made in USA  Click to Order from CTA, or, visit Dowdy Student Store

In picture: Dayna Crocker, Student of MRCH 4999 Merchandising Capstone Class 2014
ECU Tartan Dog Collar. Made in USA. Size: Small 10” – 13.5”, Medium 11.25” – 16.5”, Large 15.75 – 19.75” Retail $32.00

ECU Tartan Dog Leash. Made in USA. Length 6 feet. Retail $39.95

Click to Order from CTA
ECU Tartan Bucket Tote

18 oz Polyester Canvas
Pirate logo embroidery
Lined, two side pockets for beverage bottles
Retail $79.00
Now on sale for a limited time during 2014 Holiday Season – please check price online
Click to Order from CTA

ECU Tartan Coaster 4-pack set
Retail $19.95
Click to Order from CTA

In picture: Katherine Bartholomew, Student of MRCH 4999 Merchandising Capstone Class 2014
ECU Tartan Weekend Tote
18 oz Cotton Canvas
Pirate logo embroidery on exterior pocket
Size 13.5” x 13.5” x 5”
Made in USA
Retail $65.00
Click to Order from CTA
Or Visit Dowdy Student Store

Both items are now on sale for a limited time during 2014 Holiday Season – please check price online

ECU Tartan Everyday Tote
18 oz Cotton Canvas
Pirate logo embroidery on exterior pocket
Size 18” x 14” x 6”
Made in USA
Retail $75.00
Click to Order from CTA
**ECU Tartan Ribbon Duffle**

18 oz Cotton Canvas, Made in USA

Pirate logo embroidery

Retail $69.95

Click to [Order](#) from CTA

**ECU Tartan Luggage Tag**

Seal film for address card included

Retail $10.95

Click to [Order](#) from CTA

In picture: Alison Prinzhorn,
Student of MRCH 4999 Merchandising Capstone Class 2014
ECU Tartan Monday Coffee Mug, 18 oz, Retail $18.95
ECU Tartan Daily Coffee Mug, 12 oz, Retail $14.94
ECU Tartan Classic Tumbler, 16 oz, Retail $18.95
ECU Tartan Super Tumbler, 22 oz, Retail $20.95

The products are Dishwasher and Microwave Safe, Double-wall insulation. Pirate Logo - Embroidery insert.

Click to Order, or Visit ECU Dowdy Student Store

In picture from left to right: Leigh Harris, Ariel Serano, Elleea Rice and Margarita Ontiveros, Students of MRCH 4999 Merchandising Capstone Class 2014
MRCH 4999 Class Fall 2014 - Thank you for your input and support!

In Picture: Dayna Crocker, Student of MRCH 4999 Merchandising Capstone Class 2014, and Puppy Otis
Merchandising CTA Scholarship Recipients—Melissa Phillips (2013) and Elleea Rice (2014)
Photo Credit
(MRCH 4999 Styling and Media Campaign Exercises)

Brenna Aguilar (team leader)
Dayna Crocker
Chandler Schmid
Alison Curran

Katherine Bartholomew (team leader)
Alison Prinzhorn
Rachel Green
Jordan Roman
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Leigh Harris (team leader)
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Fall 2014 Catalog of Official East Carolina University Tartan Products

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Special thanks to Nicole Wood, Marketing Direction of College Human Ecology, for her critique and support

For group orders and/or custom design gift, please contact chenr@ecu.edu