



# The Black Dog Tavern Co.



Established on Martha's Vineyard 1971  
tavern • bakery • cafe • general stores • tall ships • catalog • [theblackdog.com](http://theblackdog.com)

summer preview 2019



Out of one sailing Captain's love for the sea,  
his island home, and of course his dog,  
The Black Dog brand was born.

Learn more about the Legend of The Black Dog at [theblackdog.com](http://theblackdog.com)




To shop online, find a complete list of all our Black Dog locations, review our return policy, size charts, and more please visit us at [www.theblackdog.com](http://www.theblackdog.com) or call our customer service team at 1-800-626-1991

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Share your **#lifeofftheleash** moments with us **@theblackdogmv** on  
Facebook, Twitter, and Instagram

Work feels like play when you surround yourself with great friends. A special thank you to the Marie Selby Botanical Garden (Sarasota, FL) & Mahoney's Garden Center (East Falmouth, MA) for allowing us use of their beautiful space to shoot some of the photos in this catalog. A scratch behind to ears to Guinness, Sadie, Lily, Indy, Athena, Toots, Ralphie, Louie, Woody, Albie, & Loki for not only being our best dog friends, but also the best dog models! You deserve all the cookies! Woof! 🐾

 Copyright 2019. The Black Dog. All rights reserved  
Original Black Dog drawing by Stephanie Phelan, 1976.

We reserve the right to correct printing errors.

# Life off the leash

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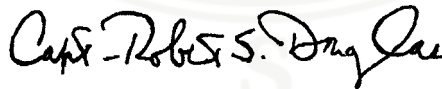
Summer season 2019

At last, the air has changed a bit and it feels as if spring has finally arrived in New England. We were able to open the outdoor patio at the Tavern for the first time this weekend and while there was still a touch of chill in the air, folks were happy to be able to enjoy a cup of chowder and a glass of wine outdoors. It has been nearly 50 years since we've first opened our door and the promise of a new season still excites me. We've got some new experiences to look forward to this summer!

For the first time since 1971, we will welcome diners to an off-island food service location. Just across the sound in the town of Falmouth, a quaint shingled bungalow nestled by the Island Queen ferry and on the scenic drive down to the beaches, will serve as home to The Black Dog Heights Cafe. We hope that it becomes a favorite pitstop for breakfast, lunch, or fresh baked goods this summer, all made with the same care you've grown to expect from us. Also new this season is the launch of our own Black Dog Rum! When it came time to choose a new spirit, we knew it needed to pay homage to our "Life off the Leash" philosophy & our love for the sea. Famously known for its island culture, rum seemed a natural fit. I look forward to enjoying a sip while taking in a Vineyard sunset this summer.

Some things will remain as they always have. Our General Stores will bustle with visitors, some new, and some returning friends that we look forward to catching up with. I will continue to captain the Tall Ship *Shenandoah*, welcoming aboard youngsters eager to learn about sailing and maybe make some new friendships that will last a lifetime. And along the waterfront, our dogs will play with gusto, reminding us to enjoy each moment the coming season has to offer.

Hope to see you all soon.



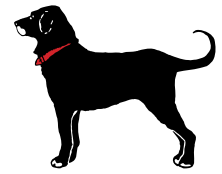
Capt. Bob and Family  
Founder of The Black Dog Tavern Co., 1971



**The Black Dog**

*unleash. roam free. live every moment.*





## Not all tees are created equal...

This is the tee you will reach for again and again. Custom made just for us in 100% premium ringspun combed cotton. Pre-shrunk for a perfect fit every time you put it on, in our exclusive colors, always with our classic print. Side-seam construction so no twisting or torquing, comfortable no matter what your adventure. You will soon find out why this tee shirt is more than "just a tee shirt."



100% PREMIUM RINGSPUN  
COMBED COTTON



PRESHRUNK FOR A PERFECT FIT EVERY TIME  
YOU PUT IT ON



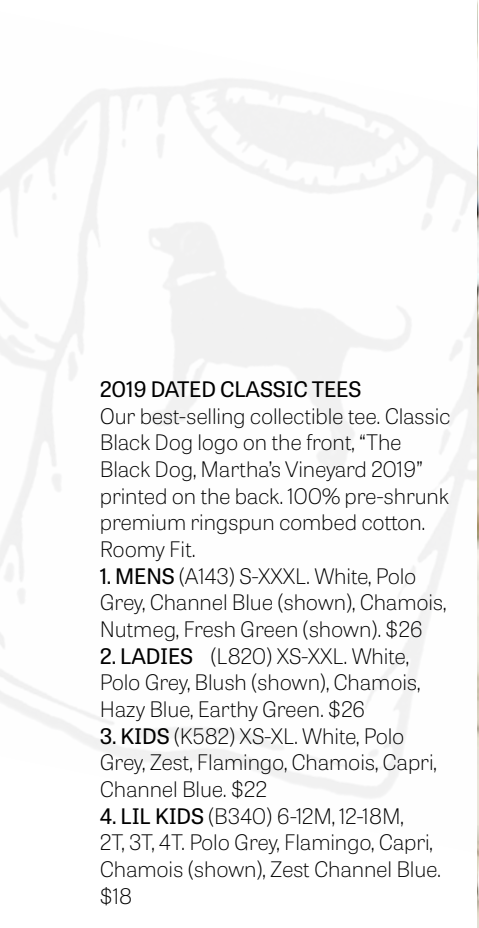
SIDE-SEAMED TO PREVENT TWISTING,  
TORQUING, & TUGGING



CUSTOM COLORS DYED EXCLUSIVELY FOR US



OUR UNIQUE PRINTING PROCESS CREATES  
A SOFT-TO-THE-TOUCH PRINTED LOGO



#### 2019 DATED CLASSIC TEES

Our best-selling collectible tee. Classic Black Dog logo on the front, "The Black Dog, Martha's Vineyard 2019" printed on the back. 100% pre-shrunk premium ringspun combed cotton. Roomy Fit.

**1. MENS** (A143) S-XXXL. White, Polo Grey, Channel Blue (shown), Chamois, Nutmeg, Fresh Green (shown). \$26

**2. LADIES** (L820) XS-XXL. White, Polo Grey, Blush (shown), Chamois, Hazy Blue, Earthy Green. \$26

**3. KIDS** (K582) XS-XL. White, Polo Grey, Zest, Flamingo, Chamois, Capri, Channel Blue. \$22

**4. LIL KIDS** (B340) 6-12M, 12-18M, 2T, 3T, 4T. Polo Grey, Flamingo, Capri, Chamois (shown), Zest Channel Blue. \$18



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## VINTAGE COLLECTION

Destined to be a classic,  
our new collection of sweatshirts  
& tees are washed to a color and  
softness that will remind you of  
a well-worn favorite the very first  
time you put it on.





Opposite page:

#### **LADIES VINTAGE PULLOVER**

**HOODIE** Irresistibly comfy with an indulgent overbrushed interior; these pullovers are the perfect layer for the beach or evening dog walks. Feminine princess seams, rounded hem, kangaroo pocket, thumbholes at cuff. Printed on front, front left hip patch. Classic Fit. Imported. XS-XL (L920) Sailcloth (shown). (L852) Navy. \$58

**LADIES RAW EDGE SHORT** Super soft terry with a stylish raw edge hem. The perfect pull-on short for the beach & poolside. Printed on left pocket. Classic Fit. Imported. (L868) XXS-XXL. Chambray (shown). Olive. \$32

**STRIPED TRUCKER HAT** Keep cool, look cool. Our mesh-back trucker cap features a pink and navy striped front panel with logo embroidery and contrast brim. Adjustable. (H680) \$27

This page:

#### **MENS VINTAGE PULLOVER**

**HOODIE** Our super soft light weight hoodie features cuffed sleeves and hem, kangaroo style pocket. Classic Fit. Imported. S-XXL (M860) Beet (shown). Center chest print and pocket patch. (M859) Sailcloth. Left chest and center back print. \$68

#### **MENS CHANTEY RIPSTOP**

**CARGO SHORT** Our cargo short lives up to its full working potential in tough ripstop cotton with full cargo pockets as well as side zip and front slash pockets for lots of storage. Black Dog label embroidered above back right pocket. 100% Cotton. Imported. Classic Fit. (M509) 30, 32, 34, 36, 38, 40. Dusk (shown), Sand. \$48







This page:  
**MENS VINTAGE PULLOVER HOODIE** Our super soft light weight hoodie features cuffed sleeves and hem, kangaroo style pocket, and vintage style artwork. Classic Fit. Imported. S-XXL (M859) Sailcloth (shown). Left chest and center back print. (M860) Beet. Center chest print and pocket patch. \$68

**MENS ANTHEM BRETTON CAMO SHORT** Made for us by **Flag & Anthem**, these classic chino style shorts feature hip pockets, zip fly, and contrast lining inside. A slight stretch in the cotton adds ease of movement. Back right hip patch. (M844) 28-40. Camouflage (shown) \$49

Opposite page:  
**LADIES VINTAGE CREW-NECK** Our plush terry fleece interior is combined with classic crewneck styling. Full chest print, patch at hem. Classic Fit. Imported. XS-XL (L851) Black (shown). (L923) Petal. \$54

**LADIES ANTHEM ARMY SHORT** Made for us by **Flag & Anthem**. Extremely soft and stretchy, without losing it's shape makes this short a summer staple. Low rise, sits below waist. Patch at lower back right hip. Classic fit. Imported. (L835) O-14. Army. \$49





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Opposite page:

**LADIES VINTAGE COWLNECK** Our favorite easy-fitting cowl neck pullover now in a super soft brushed terry. Center chest print, unique to each garment color; patch at left lower hip. Classic Fit. Imported. XS-XL. (L850) Navy (shown). (L921) Nectar. (L922) Cherry. \$58

**MENS VINTAGE CREWNECK** Classic crew neck styling in a super soft brushed terry with retro inspired graphics. Center chest and hem patch. Classic Fit. Imported. S-XXL. (M862) Chamois (shown). (M861) Coal. \$58

**MENS LOUNGE SHORT** This easy-fit short works its way from the gym to town to the hammock. Drawstring waist and hip pockets. Embroidered logo at left hem. 100% Cotton. Imported. Classic Fit. (M756) XS-XXL. Black (shown). \$38

This page:

**LADIES HERRING COVE TANK** This easy-fitting slub cotton tee features a flattering curved hem and a stylish flutter sleeve opening. Classic Fit. Imported. (L869) XXS-XXL. Dark Rose with Ditsy Dog print (shown), Black with Sunrise Dog print. \$24

**LADIES RAW EDGE SHORT** Super soft terry with a stylish raw edge hem. The perfect pull-on short for the beach & pool side. Printed on left pocket. Classic Fit. Imported. (L868) XXS-XXL. Olive (shown). Chambray. \$32



**LIFE OFF THE LEASH COOLER TOTE**

This substantial insulated bag is perfect for keeping drinks and food cold while boating, camping, or tailgating. Insulated with detachable shoulder strap. 14 in. high x 23 in. wide at top. (X1312) Cream/BD Navy. \$80





#### VINTAGE TEE COLLECTION

Our 100% cotton light weight tees have a washed down look and feel, along with our own custom-designed graphics. Classic Fit. Imported. \$32

This page, clockwise from top left:

1. LADIES ANCHOR VINTAGE PRINT TEE (L924) XS-XXL. Flamingo.

2. MENS SPORTFISHING VINTAGE PRINT TEE (M908) S-XXL.

Sailcloth. 3. MENS OARS VINTAGE PRINT TEE (M906) S-XXL.

Channel Blue.

Opposite page:

LADIES LOBSTER DOG VINTAGE PRINT TEE (L853) XS-XXL. Capri.

**BURGEE SWEATSHIRT BLANKET** Perfect for the beach or boat, also makes a great dog blanket! Printed with our nautically inspired burgee logo. Made of genuine pro-weave sweatshirt fleece. Machine-washable. 54 in. x 84 in. (X1335) Royal Heather, Oatmeal. \$39.95







VINTAGE TEES THAT

# MAKE A STATEMENT

We've combined lightly distressed graphics with our garment-washed process to create a tee with a lived-in look & feel that you will want to wear everywhere, anytime.



*unleash. roam free. live every moment.*



## BD OUTFITTERS

Our new BD Outfitters Collection was born with your active lifestyle in mind. The perfect combination of breathable stretch fabrics, laid-back styling, and the quality you've grown to expect from us for nearly 50 years.





Opposite page:

#### **MENS OUTFITTER FISHING SHIRT**

The classic good looks of your favorite chambray shirt with the light weight and wicking qualities of a hard working tech shirt. Contrast color stitch details, front button-through pockets. Logo embroidery at left chest and inside hem placket. Classic Fit. Imported. (M852) S-XXL. Denim. \$68

**MENS OUTFITTER SHORT** These light weight poly-spandex blended shorts look great at the beach, on the boat, or out to dinner. Zip fly, belt loops, hip pockets. Classic Fit. Imported. (M851) 32-40. Sand. \$64

This page:

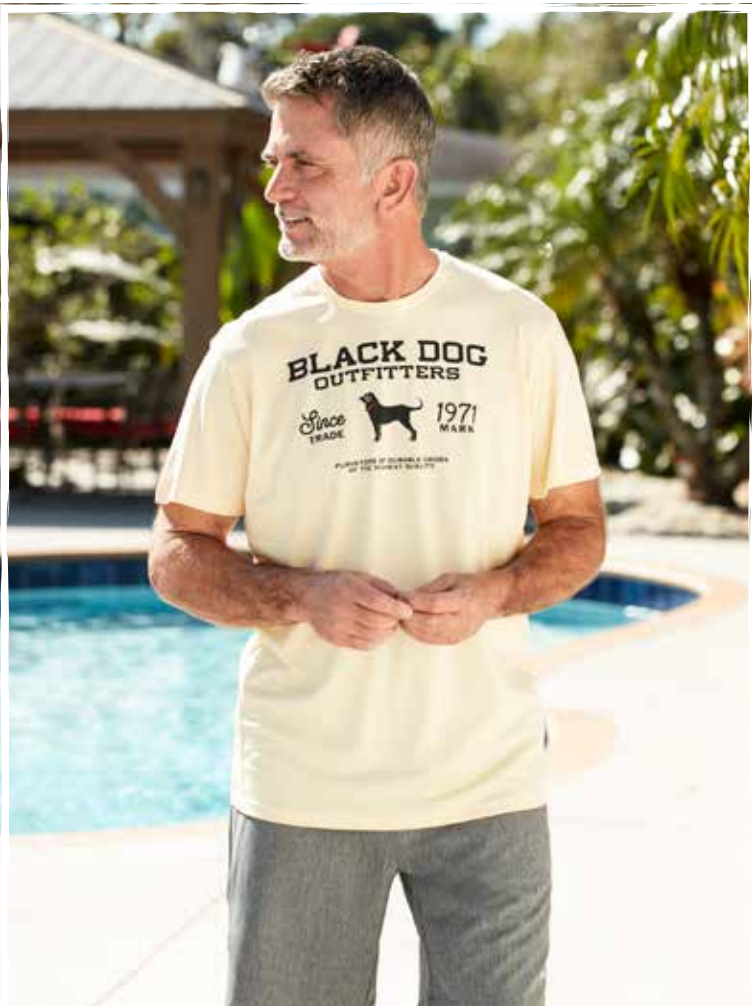
#### **MENS OUTFITTER LONGSLEEVE TECH TEE**

Our brand new 100% poly long sleeve tees are perfect for a day on the water. Quick dry & breathable. Custom print on left sleeve, left chest, and center back. Classic Fit. Imported. (M854) S-XXL. Channel Blue (shown), Citadel. \$52

**MENS OUTFITTER SHORT SLEEVE GRAPHIC TEE** Quick dry & breathable, these tees are great for all your outdoor adventures. Custom print on center chest. Classic Fit. Imported. (M856) S-XXL. Yellowfin (shown), Fossil. \$38

**MENS HYBRID CHINO SHORT** These quick-dry shorts are perfect for the water or everyday wear! Featuring inside mesh pockets, back button through pockets, belt loops, front zipper with button closure and inside drawstrings. The Black Dog logo screen-printed at left hem. 92% Poly / 8% Spandex. Imported. Classic Fit. (M796) 30, 32, 34, 36, 38, 40. Grey Heather (shown), Vintage Navy. \$64

**DURABLE  
AUTHENTIC  
RUGGED**





This page:

#### **MENS OUTFITTER LONGSLEEVE GRAPHIC TECH TEE**

Our brand new 100% poly longsleeve tees are perfect for a day on the water. Quick dry & breathable. Custom sublimated print runs from front to back. Classic Fit. Imported. (M853) S-XXL. White (shown), Surf. \$56

**LADIES SEAFARER CREW** Soft heathered terry yarns and contrast trims make this light weight open-bottom terry crewneck a favorite. Ribbed cuffs and neckline, raglan sleeve, split hem. Custom logo print on front chest. Classic Fit. Imported. XXS-XXL. (L927) Chamois Heather (shown), (L866) Polo Grey/White stripe. \$54

**LADIES RAW EDGE SHORT** Super soft terry with a stylish raw edge hem. The perfect pull-on short for the beach & pool side. Printed on left pocket. Classic Fit. Imported. (L868) XXS-XXL. Chambray (shown), Olive. \$32

**MENS OUTFITTER ROLL SLEEVE SHIRT** The ultimate fishing, boating, and adventure shirt. Our poly-nylon blend shirt is vented for breathability, button through roll-up sleeves add to its versatility. Left chest and embroidery at neckline. Classic Fit. Imported. (M855) S-XXL. Surf (shown), Sailcloth. \$64

Opposite page:

**MENS SUNRISE FISH SHORT SLEEVE TEE** When your biggest challenge of the day is to find the best place to drop anchor and kick back with a cold one, reach for our classic style tee to help ease you into the moment. Custom print on left chest & full back. Imported. Roomy Fit. (M881) S-XXL. Seagrass. \$26

**MENS CHANTEY RIPSTOP CARGO SHORT** Tough ripstop cotton with full cargo pockets as well as side zip and front slash pockets for lots of storage. Black Dog label embroidered above back right pocket. 100% Cotton. Imported. Classic Fit. (M509) 30-40. Sand (shown), Dusk. \$48





Athena



## ADOPT ME!

Rescue dogs hold a spot near and dear to our hearts. Many people may not know this, The Black Dog's namesake was a rescue herself! Throughout the months of September & March, Black Dog General Stores partner with local animal shelters for our Annual Dog Adoption Month. During these events, adoptable dogs visit our stores in hopes of finding their forever homes! Since the event kicked off in 2013 we have been able to help find homes for hundreds of adoptable dogs. Now that's something to "woof" about!

*unleash. roam free. live every moment.*



CASUAL, COMFORTABLE, STYLE

# EASY SUMMER DAYS (& NIGHTS)

From sun-soaked days on the beach to casual get-togethers, these carefree styles are as stylish as they are comfortable.







#### LADIES BEACH FRONT COWLNECK

You will reach for this easy-going french terry cowlneck all season long. Drawstring cowlneck, vented hem. Classic Fit. Imported. 100% Cotton. (L844) XS-XL. White/Navy (shown), White/Daffodil. \$64

#### LADIES CAFE SHORTS

The summer's most essential short. Classic full zip button-waist chino styling. Hip and back pockets. Black Dog embroidery at back pocket. Sand. 2-14. \$38  
**1. 3 in. inseam** (L803)  
**2. 7 in. inseam** (L804)

#### LADIES BEACH FRONT HOODED PONCHO

We've combined the easy fit of a poncho with our favorite 100% cotton french terry for a light, comfy layer that will take you from the beach to bbq. Oversized armholes, kangaroo style front pocket, pocket embroidery. Roomy Fit. Imported. 100% Cotton. (L843) S/M, L/XL. White (shown), Daffodil. \$58







Opposite page:

**MENS NAVIGATOR** Updated for 2019, our Navigator still has the light weight terry fabric you love with an improved fit and sharp new appliqué graphics. Imported. Classic Fit. S-XXL (M909) Burgee appliqué. Sailcloth (shown), Artichoke. (M858) Dog and Buoys print. Channel Blue, Black. \$64

This page:

**LADIES BREEZY TEE** The same combed cotton fabric of our classic tee in a new easy silhouette with novelty print graphics. Imported. Classic Fit. XS-XXL (L895) Dog & Buoys print. Cherry (shown). (L929) Retro Sunrise print. Daffodil. (L928) Mandala print. Apple. (L930) Rainbow print. Capri. \$36

#### **MENS BEACH FRONT PLAID SHIRT**

Soon to be your summer go-to. Contrast placket and trims. Left chest button-through pocket. Logo embroidery at left chest, custom label at inner hem placket. Imported. Classic Fit. S-XXL. (M849) Red/Royal/White (shown), Blue/White. \$58

**WINE GLASSES** Picture dining in our Tavern on a lovely summer evening as you sip from these wine glasses.

1. **CABERNET** (X391) 22oz. \$16.
2. **CHARDONNAY** (X392) 15oz. \$15
3. **STEMLESS** (X1259) 23oz. \$12



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**MENS RAW EDGE TEE** A medium-weight French terry tee is washed down to a lush softness. Features a classic athletic “shark tooth” triangle at the crew neck and raw, rolled edge finish along the shoulder seam and armhole. Contrast topstitching throughout. Left sleeve embroidery. Classic Fit. Imported. S-XXL (M857) Beet (shown), Citadel. \$42

Opposite page:

**LADIES SEAFARER CREW** Soft heathered terry yarns and contrast trims make this light weight open-bottom terry crewneck a favorite. Ribbed cuffs and neckline, raglan sleeve, split hem. Custom logo print on front chest. Classic Fit. Imported. XXS-XXL. (L927) Chamois Heather, (L866) Polo Grey/White stripe (shown). \$54

**MENS KNEE DEEP PIQUE QUARTER ZIP** Your favorite mini pique fabric in a versatile quarter zip pullover style. Logo embroidery on front utility loop, high-low hem, contrast trims and details. Classic Fit. Imported. S-XXL. (M868) Chambray (shown), Polo Grey. \$58



## Unleash...

When it came time to introduce a new spirit, matching our “Life off the Leash” philosophy & love for the sea was very important. Famously known for its island drink culture, rum was a natural fit. Aged in bourbon casks, both our 3 Year & 7 Year rums offer endless cocktail & sipping possibilities.



**VINTAGE METAL COOLER** This retro style metal cooler will make a statement while also keeping your beverages cool all day long. Removable, locking cover, plastic inner box. (X1330) White. \$108





THE BLACK DOG  
*Life off the Leash*



MONDAY THROUGH

# SUNDAY FUNDAYS

All the good feels of your classic favorites, but with sharp-good looks that will keep you looking pulled together all season long

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# FROM SUN UP TO SUNDOWN

Surf-inspired fabrics & summer-worthy colors create the makings for timeless styles that last from early morning until well after the sun goes down.



**SUNDOWN PULLOVER COLLECTION** Inspired by the old surf-style pullovers of the 70s, these cozy loop terry hoodies are perfect for wearing on the water due to their absorbent nature, look equally as cool to wear while walking the dog or just hanging out by the firepit. Classic Fit. Imported.

**MENS** Classic hoodie style with contrast twill drawcords and two button placket. Kangaroo style pocket with custom patch. S-XXL. (M876) Blue. \$58

**LADIES** (Shown on opposite page) Pullover hoodie style with wide drawcords and button placket with two over sized buttons. Kangaroo style pocket with custom patch. XS-XL. (L862) BD Navy/White. \$58

**LADIES BEACH FRONT VNECK TEE** The best shades of the summer are offered in this sunwashed light weight tee. Left chest pocket with embroidery. Classic Fit. Imported. XS-XL (L845) Nectar (shown), Daffodil, Spearmint. \$36

**LADIES CHAPPY SHORT** In our cotton and polyester blended fabric, these shorts feature a drawstring elastic waist, scoop front pockets and rolled cuffs. The Black Dog logo is embroidered at left hip. Roomy Fit. Imported. XS-XL (L687) White (shown), BD Navy. \$32





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**ISLAND DAYS COLLECTION** You will easily fall in love with the washed down hues and super-soft cotton terry of these island-inspired layers. Classic Fit. Imported. XS-XL. **1. FULL ZIP** Classic full zip hoodie style with contrast drawcords and trims. Kangaroo style pocket. (L855) Washed Blue/White (shown), Washed Grey/White. \$58. **2. QUARTER ZIP** Flattering quarter zip pullover with contrast pulls and trims. Open bottom hem. (L856) Flamingo/White (shown), Washed Chamois/White. \$48.



**LADIES RAW EDGE CAPRI** Super soft terry with a stylish raw edge hem. Drawstring elastic waist. Ankle length. Printed on left pocket. Classic Fit. Imported. (L861) XS-XL. White (shown), Black, Chambray. \$38

**LADIES PLAID LINED HOODIE** You could steal his tee or you could reach for this hooded tee. Offering all the girlish details that make it your own like the sweet plaid lined hood, hidden two-button placket, narrow metal trimmed drawstring, while the open-bottom hem with side slits keep the fit easy. Imported. Classic Fit. (L769) XS-XL. White (shown), Malibu. \$52



**LADIES MARITIME DRESS** Summer dressing just got easier with this classic tshirt style dress. Hits just above knee. Short sleeve. Print at front left hem and back neckline. Imported. Classic Fit. (L890) XXS-XXL. Vintage Navy/Polo Grey (shown), Dark Rose Confetti. \$42

**CADET HOODED PULLOVER** This easy-fit hooded tee gives the perfect laid-back vibe while our classic tee fabric keeps its cool on even the most humid of summer days. Drawstring hood and chest pocket. 100% Cotton. Imported. Classic Fit.

**CLASSIC PRINT** Distressed logo printed on front pocket, distressed outline logo back. (M759) S-XXL. Oatmeal Heather, Channel Blue, Chamois. \$48. **BD LIFE OFF THE LEASH PRINT** Distressed logo printed on front pocket, custom Black Dog Life Off the Leash printed on back. (M773) S-XXL. Radish (shown), Nautical Blue, Seagrass. \$48

**MENS HYBRID CHINO SHORT** These quick-dry shorts are perfect for the water or everyday wear! Featuring inside mesh pockets, back button through pockets, belt loops, front zipper with button closure and inside drawstrings. The Black Dog logo screen-printed at left hem. 92% Poly / 8% Spandex. Imported. Classic Fit. (M796) 30-40. Grey Heather, Vintage Navy (shown). \$64

Opposite page:

**LADIES SEAFARER HOODIE** Soft heathered terry yarns and contrast trims make this light weight open-bottom terry hoodie a new favorite. Ribbed cuffs, contrast drawcords, neck insert, & detail at hi-low hem, contrast drawcords. Custom logo print on front chest. Classic Fit. Imported. XXS-XXL. (L865) BD Navy/Chambray Heather (shown), (L926) Oatmeal Heather. \$58





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Opposite page:

**LIL KIDS ANCHOR TEE** Our adorable tee is fit for your little sailor. Contrast raglan long sleeves with snap-button neckline for easy dressing. Rounded hem. Custom logo anchor print on front. Imported. (B342) 6 mos., 12 mos., 18 mos., 24 mos., 2T, 3T, 4T. White/Grey (shown), White/navy. \$24

**LIL KIDS REVERSIBLE STRIPE HOODIE** The perfect cozy layering piece that reverses from stripes to solid. Plastic zipper with hood. Custom logo embroidery at left chest. Imported. (B341) 6 mos., 12 mos., 18 mos., 24 mos., 2T, 3T, 4T. Navy stripe/solid grey. \$44

This page:

**KIDS HERRING COVE TANK** This light and fluttery tank features our new novelty prints. Imported. Classic Fit. (K585) XS-XL. Hazy Blue, Daffodil. \$20

**KIDS SEA DOG TEE** This popular over-sized long sleeve pullover makes a bold statement in bright colors and prints. Bring it to the beach for a perfect cover-up from the sun. Sporty seamed detail at chest, "The Black Dog, Life off the Leash" printed across the back, classic logo at left chest. 100% Cotton. Imported. Roomy Fit. (K561) XS-XL. BD Navy (shown), Lavender. \$32

**KIDS MERMAID STRIPE SHORT SLEEVE TEE** Our soft cotton slub tee has tonal stripes, a feminine neckline, and features an all over sequin Black Dog. Imported. Classic Fit. (K537) XS-XL. Flamingo, Navy/Chamois stripe. \$26







**MENS ANTHEM PARKSTON SHIRT** Made for us by **Flag & Anthem**, this laundered short sleeve shirt has a cool a mini shark print. Contrast fabric in collar and cuffs. Single chest pocket with button closure. Premium compact yarn. Signature striped neck tape trim. Tailored athletic fit. (M843) XS-XXL. Shark print \$58

**MENS ANTHEM MCCORD SHORT** Made for us by **Flag & Anthem**. Super light weight cotton short. Regular rise, sits at waist, comfortable through seat and thighs with a straight leg opening just at the knee. Fabric logo back patch. Angled pockets at hips with coin pocket. Contrast cuffs and interior waistband. (M845) 28-40. Dark Grey. \$49





**MENS ANTHEM BURNOUT VNECK** Made for us by **Flag & Anthem**. Extremely soft burnout v-neck tee. Tagless neck label. Tailored athletic fit. Machine wash. Imported. (M841) XS-XXL. Red. \$28

**LADIES ANTHEM MCKENNA SHIRT** Made for us by **Flag & Anthem**. Light weight double layer shirt with plaid on the outside and solid white fabric on the inside. Contrast fabric in collar and cuffs. Single chest pocket. Boyfriend Fit. Signature striped neck tape trim. (L834) XS-XXL. White/black. \$69

**MENS SHORT SLEEVE RUM TEE** Inspired by the label on our new line of aged rum, this tee features a full back print and small front chest print. Short sleeve. 100% Cotton. Imported. Black. (M879) XS-XL. Black. \$26

**MENS CHANTEY RIPSTOP CARGO SHORT** Tough ripstop cotton with full cargo pockets as well as side zip and front slash pockets for lots of storage. Black Dog label embroidered above back right pocket. 100% Cotton. Imported. Classic Fit. (M509) 30-40. Sand, Dusk. \$48

**LADIES ANTHEM CHLOE SHIRT** Made for us by **Flag & Anthem**. Comfortable and casual light weight women's shirt. Contrast fabric in collar and cuffs. Single chest pocket. Fits true to size. Premium compact yarn. Signature striped neck tape trim. Boyfriend Fit. (L833) XS-XXL. Pink/White. \$69

**LADIES ANTHEM TANK** Made for us by **Flag & Anthem**. Easy cotton tank features a scoop neck and longer hi-low hem. Original windsurfer graphic on front. (L832) XS-XXL. Silver. \$26

**LADIES CHAPPY SHORT** In our cotton and polyester blended fabric, these shorts feature a drawstring elastic waist, scoop front pockets and rolled cuffs. The Black Dog logo is embroidered at left hip. Roomy Fit. Imported. XS-XL (L687) White (shown), BD Navy. \$32



*unleash. roam free. live every moment.*



# UNLEASH YOUR SUMMER

Graphics inspired by our beautiful  
island landscape, on our favorite  
sun-washed colors of the season







This page:

**LADIES DITSY FLORAL SHORT SLEEVE TEE**

Tiny little blooms fill our classic logo profile. Short sleeve. Printed full center chest and upper back. Imported. Classic Fit. (L907) XS-XL. Sandstone. \$26



**BD TISBURY CROSS BODY TOTE**

The perfect take-along tote for day-trips, boat, or beach. Made of 100% cotton twill. Interior zipper pocket and elastic pockets for plenty of storage. Magnetic top closure as well as a zipper. Faux leather strap detail with removable crossbody strap (X1290) BD Navy (shown), Red. \$48

**LADIES SEA DOG LONG SLEEVE TEE**

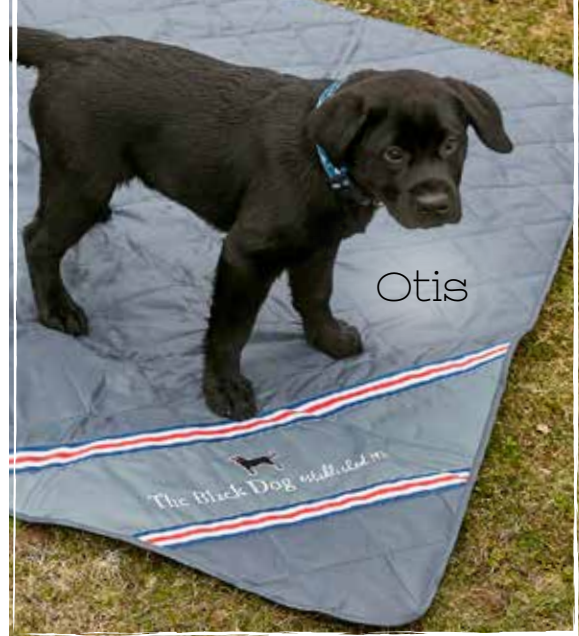
Our over-sized long sleeve in fun new colors! With our slogan, "Life off the Leash" screen-printed across the back and the Black Dog logo on the left side of the chest. 100% Cotton. Imported. Roomy Fit. (L696) XS-XL. Chamois (shown), Flamingo, Capri, White. \$48

Opposite page:

**LADIES DOGS ON DOCK SHORT SLEEVE TEE** Taken from an actual photo of two dogs sitting on our dock in Vineyard Haven harbor; this tee is sure to win the heart of any dog-lover. Short sleeve. Printed back print, left chest print. Imported. Classic Fit. (L906) XS-XL. Malibu. \$26

**LADIES RAW EDGE CAPRI** Super soft terry with a stylish raw edge hem. Drawstring elastic waist. Ankle length. Printed on left pocket. Classic Fit. Imported. (L861) XS-XL. White (shown), Black, Chambray. \$38





**CLASSIC PICNIC BLANKET TOTE** You won't want to be without this versatile blanket. Tote unfolds into a roomy blanket, perfect for lounging at the beach, park, or ballgame. Easily folds into a convenient tote with an extra large storage pocket. Adjustable shoulder strap. 60 in. x 72 in. unfolded. 18 in. x 14.5 in. as tote. Machine washable. Imported. (X1255) \$48

**KIDS WASHBURN TEE** Light weight and stylish for all the season's best adventures. Imported. Classic Fit. (K528) XS-XL. Camo (shown), Vintage Navy. \$24

**KIDS LOTL TIE DYE DOG SHORT SLEEVE TEE** A faded rainbow ombre print featuring our "Life off the Leash" slogan. Short sleeve. Printed back print, left chest print. Imported. Classic Fit. (K591) XS-XL. Earthy Green. \$22

**LIL KIDS FADED SUNRISE SHORT SLEEVE TEE** A faded rainbow ombre print featuring our "Life off the Leash" slogan. Short sleeve. Printed back print, left chest print. Imported. Classic Fit. (B351) 6-12 mos., 12-18 mos., 2T, 3T, 4T. Ripe Plum. \$18







*unleash. roam free. live every moment.*



## CADET COLLECTION

These easy-fit, tee-inspired styles gives the perfect laid-back vibe while keeping their cool on even the most humid of summer days. 100% Cotton. Imported. Classic Fit.

This page:

**HOODED CADET** Men's, Kid's, and Lil' Kids styles feature a classic open bottom hem, while the Ladies' style features an easy-fit banded bottom.

**CLASSIC PRINT** Distressed logo printed on front pocket, distressed outline

logo back. **1. LADIES** Improved fit for 2019 with added length to the body and sweep to the hip! (L836) XS-XL. Creamsicle (shown), Hazy Blue, White. \$44

**2. MENS** (M759) S-XXL. Oatmeal Heather, Channel Blue (shown), Chamois. \$48.

**3. KIDS** (K587) XS-XL. BD Navy/Pink (shown), BD Navy/Green, Rugby Red, White, Daffodil, Watermelon. \$32. **4. LIL KIDS** (B320) 6-12mos., 12-18 mos., 2T, 3T, 4T.

Rugby Red, Blueberry, Mermaid Tail, BD Navy, Daffodil, Watermelon. \$28.

**BD LIFE OFF THE LEASH PRINT** Distressed logo printed on front pocket, custom Black Dog Life Off the Leash printed on back. **1. LADIES** (L837) XS-XL. Malibu, Flamingo, Seagrass. \$44 **2. MENS** (M773) S-XXL. Radish, Nautical Blue, Seagrass. \$48

**LADIES COWL NECK CADET** New for the season, our favorite fashion tee is now in a available in a comfy adjustable cowl neck silhouette. "Life off the Leash" script logo on left sleeve, custom screenprint on center chest. (L863) XXS-XXL. Lavender (shown), Vintage Navy. \$44

Opposite page:

**LADIES FULL ZIP CADET** The perfect add-on layer over all your tees and tanks. "The Black Dog" text logo printed on left sleeve, distressed logo on front chest. Contrast drawcords at hood. (L864) XXS-XXL. BD Navy (shown), Chamois. \$44







Indy

*unleash. roam free. live every moment.*









Guinness & Sadie

**FLAG FILL DOG SHORT SLEEVE TEE** Our classic dog silhouette filled with the stars & stripes on front, "The Black Dog, U.S.A." on the back. 100% cotton tee. Imported. Polo Grey.

1. **MENS** (M877) S-XXL. \$26
2. **LADIES** (L896) XS-XL. \$26
3. **KIDS** (K598) XS-XL. \$22
4. **LIL KIDS** (B348) 6-12m, 12-18m, 2T, 3T, 4T. \$18

**MENS VINTAGE FLAG TEE** Our 100% cotton light weight tees has washed down look and feel along with a custom USA print. Classic Fit. Imported. (M907) S-XXL. Black. \$32

**AMERICANA SUNRISE SHORT SLEEVE TEE** Inspired by our island coastline, updated in patriotic tones. Full back and left chest print. 100% cotton tee. Imported. White.

1. **MENS** (M878) S-XXL. \$26
2. **LADIES** (L897) XS-XL. \$26
3. **KIDS** (K599) XS-XL. \$22
4. **LIL KIDS** (B349) 6-12m, 12-18m, 2T, 3T, 4T. \$18

**MENS FLAG SCRIPT LONG SLEEVE TEE** An elegant American script print is featured front and center on our classic 100% cotton tee. Long sleeve. Imported. (M883) S-XXL. Vintage Navy. \$34

**MENS CHANTEY RIPSTOP CARGO SHORT** Tough ripstop cotton with full cargo pockets as well as side zip and front slash pockets for lots of storage. Black Dog label embroidered above back right pocket. 100% Cotton. Imported. Classic Fit. (M509) 30-40. Sand, Dusk. \$48

**2019 DATED HAT** Our classic twill adjustable hat updated with a vintage inspired canvas printed patch, "2019" embroidery on the left side. Imported. 1. **LADIES** (H675) White. \$27





# THE SUPER HEAVY WEIGHTS

The unsurpassed quality, comfort, and warmth of these iconic sweatshirts have made them a favorite for nearly 50 years.







## FROM HUMBLE BEGINNINGS...

Nearly 40 years ago, we were called upon by our Tall Ship Crew to create a sweatshirt that could stand up to the rigors of sailing New England's unpredictable waters. And while we've seen changes come and go through the years, the one thing that has remained a constant is our Super Heavy Weight Sweatshirt. Offering the same timeless details, fleecy warmth, unmistakable weight, comfort, and durability that has made them not only a fan favorite, but very likely the best sweatshirt you'll ever own. Whether your off the leash lifestyle calls you to the sea or to the dog park, you will be reaching for these pieces for many years to come. 🐕



### LEGACY SUPER HEAVY WEIGHT SWEATSHIRTS

Our most iconic sweatshirt collection. Classic Black Dog Logo on front. "The Black Dog, ESTD. 1971" on the back. 80% Cotton, 20% Poly. 540 grams. Imported. Roomy Fit. Unisex sizing, so ladies please order down 1 to 2 sizes depending on fit preference.

Shown on opposite page:

**CLASSIC FISHERMAN** Open neck with stand-up collar & drawcord. Kangaroo pocket. (A094) XS-XXXL. Polo Grey (shown), Island Red. \$68.

Shown on this page:

**CREWNECK** Quickly becoming one of our favorite heavy weight styles. (A095) XS-XXXL. Polo Grey (shown), Burgundy, Vintage Navy. \$58.

**HOODIE** Generous jersey lined hood & kangaroo pocket. (A063) XS-XXXL. Polo Grey (shown), Blueberry, Alpine Green, Island Red. \$68.

Not shown:

**APPLIQUÉ FISHERMAN** Our iconic stand-up collar pullover with custom appliqué design work on front. Kangaroo pocket. (A064) XS-XXXL. Oatmeal (shown top right), Vintage Navy. \$68.



## CLASSIC SWEATSHIRTS

Our favorite layer for boat rides, dog walks, & firepit gatherings. Made from the softest double-brushed fleece, these sweatshirts will become your everyday go-to from one season to the next.







**BD CLASSIC HARBORSIDE BOAT TOTE** Our go-to bag for work or a weekend getaway. Classic heavy-duty canvas body with contrast trims and genuine leather handles. Imported. (X1289) Natural/Navy, Natural/Red. \$54

Shown on opposite page -

**LADIES CLASSIC CREWNECK** The style is traditional, but the colors are what make this sweatshirt oh-so special. Our signature double-brushed fleece makes it extra cozy. Classic logo on the front, "The Black Dog, ESTD. 1971" on back. 80% Cotton, 20% Polyester. Classic Fit. Imported. (L320) XS-XXL. Polo Grey, White (shown), Blush, Creamsicle. \$48

**LADIES CLASSIC FULL ZIP** Our full zip sweatshirt not only offers our signature double brushed fleece, but also higher-than-average zippered neck to keep chills at bay (like during those early morning dog walks)! Kangaroo pockets and lightly lined hood. Now featuring our classic logo at left chest. "The Black Dog, ESTD. 1971" printed on back. 80% Cotton, 20% Polyester. Classic Fit. Imported. (L758) XS-XXL. Polo Grey, Blue Note, Sea Green, Strawberry (shown). \$58

**LADIES CLASSIC HOODIE** Every girl needs an essential hoodie to reach for on a chilly evening or chilling on the sofa. In our signature double-brushed fleece with a lightly-lined hood and kangaroo pocket. Classic logo on chest and sleeve, "The Black Dog, ESTD. 1971" printed on the back. 80% Cotton, 20% Poly. Classic Fit. Imported. (L242) XS-XXL. Polo Grey, Chamois (shown), Flamingo. \$54





#### KIDS CLASSIC HOODED SWEATSHIRT

The perfect cozy pullover is super soft yet rugged enough for even the most active kid. Classic logo printed on front, "The Black Dog, ESTD. 1971" on the back. 80% Cotton, 20% Classic Fit. Imported. (K164) XS-XL. Polo Grey, Chamois (shown), Nautical Blue. \$44

**LIL KIDS CLASSIC FULL ZIP SWEATSHIRT** When popping a layer over a lil' one's head isn't happening, reach for this easy on, easy-off full zip sweatshirt. Adorable paw prints up and down the sleeves, logo at left chest and "The Black Dog, est. 1971" printed on the back. 75% Cotton, 25% Classic Fit. Imported. (B029) 0-6M, 6-12M, 12-18M, 2T, 3T, 4T. Polo Grey, Soft Sky (shown), Sweet Pea, Hull Blue, Vintage Port. \$28

#### KIDS CLASSIC FULL ZIP SWEATSHIRT

Perfect for those "not too cold, but not that warm" days, our classic full zip will be the most versatile layer in your kids' closet. Features our Black Dog logo across the front, "The Black Dog, ESTD. 1971" on back. 80% Cotton, 20% Poly. Classic Fit. Imported. (K063) XS-XL. Polo Grey, Vintage Port, Mermaid Tail (shown), Blueberry. \$48

#### KIDS CLASSIC CREW SWEATSHIRT

Great on it's own or as an extra layer, this crewneck style sweatshirt is warm, cozy, and comfy. Classic Black Dog print on the front, "The Black Dog, ESTD. 1971" on the back. 80% Cotton, 20% Polyester. Classic Fit. Imported. (K163) XS-XL. Polo Grey, Hull Blue (shown below), Sweet Pea. \$38



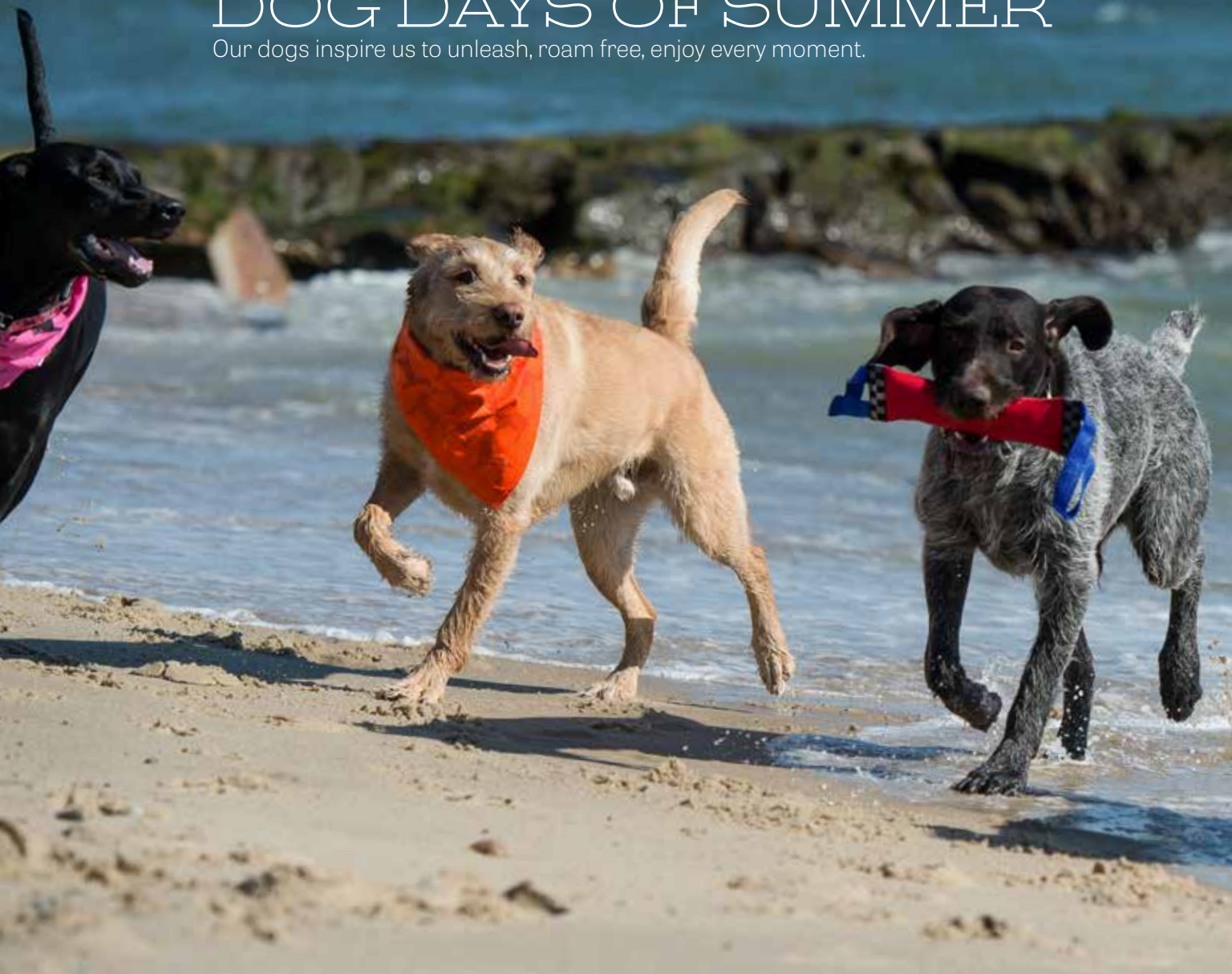


*unleash. roam free. live every moment.*



# DOG DAYS OF SUMMER

Our dogs inspire us to unleash, roam free, enjoy every moment.



**RECYCLED FIREHOSE TOYS** Made of super-durable, non-toxic recycled firehose, these toys squeak, float, fly, and are made for a long day of play. Because these are custom made for us, trim patterns will vary. Made in the U.S.A. **1. SQWUGGIE TUG TOY** (D094) Red, Orange, Yellow, Blue. \$14.95 **2. FREQUENT FLYER** (D095) Blue, Red, Yellow, Orange. \$24.95 **3. "X" FLYER TOY** (D183) Blue, Red, Yellow, Orange. \$19.95 **4. DOUBLE TUG TOY** (D182) Blue, Red, Yellow, Orange. \$19.95

**OLD SILVER DOG TOY** Made to squeak and float for hours of fun. Not a chew toy. Polyester/cotton blend. (D151) Anchor Blue, Pub Logo, Euro, T-Shirt. \$15

**ORBEE DOG BONES** Washable, non-toxic, durable, floatable, & smell like mint. Orbee's renowned tough non-toxic material that can stand up to the strongest jaws! Blue, Green, Pink, Red **1. LARGE DOG BONE** (D020) 8 in. long. \$18 **2. SMALL DOG BONE** (D019) 5 in. long. \$12



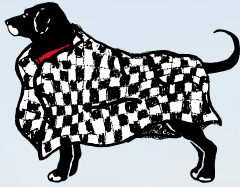


Ralphie



Louie





## *ShelterU Blanket*

BUY ONE, GIFT ONE

The Black Dog has teamed up with Beantown Blankets®, who has been donating blankets to homeless shelters since 2016. Through this partnership, we are proud to announce that

for every **BD ShelterU Blanket** purchased, we will donate a blanket to a hometown animal shelter. Feel good knowing that your purchase is helping to keep a shelter dog warm & comforted as they wait to find their “forever” home.

For a list of our partnering shelters, visit us online at [theblackdog.com/shelteru](http://theblackdog.com/shelteru)

Albie





**SHELTER-U BLANKET** \*Buy one, gift one! Made for us exclusively by Beantown Blankets®, these waterproof reversible blankets offer cozy protection in the car, on furniture, or while crate training. Reverses from cozy fleece to waterproof poly. 50in. x 60 in. (X1347) black/White. \$48 Available in late May. \*For each blanket sold we will donate a blanket to one of our partnering animal shelters.

**UP ISLAND DOG COLLAR & LEASH** Made in the USA, our colorful custom collars are made for comfort with a plastic buckle and brass D-Ring. 1 in. wide. Leash measures 6 ft. long with loop handle. **A. COLLAR** Ditsy Floral (D234) (shown), BD Tubing (D248), Faded Pink Camo (D236), Shamrock (D246), Stars (D244), Plaid & Paw (D238) X-Small (6-12"), Small (9"-15"), Medium (12"-18"), Large (15"-21"), X-Large (18"-24"). \$24. **B. 6 FT. LEASH** (D125) \$28

#### UP ISLAND RIBBON BRACELET

Made in the USA, these color ribbon bracelets are made to match our Up Island Dog collars, the perfect way to match your best friend! Woven ribbon on contrast color webbing with silver slide-in buckle closure. (X1344) S-L, Ditsy Floral (shown), Shamrock, Bandanna, Shark, Stars, Faded Pink Camo. \$16

**BANDANNA** Dress up your totes, hair, or pups with these stylish bandannas. (X1293) Pink Anchor (on Albie), Red Anchor, Orange Classic (on Ralphie), Blue Classic (on Louie). \$6



*unleash. roam free. live every moment.*





Lily

Well-behaved dogs  
on a leash are  
always welcome in  
Black Dog  
General Stores!





Loki



Mac



**CLASSIC TEE FOR DOGS** 100% premium pre-shrunk ringspun combed cotton. Black Dog logo printed on back. (D152) XS (Up to 7 lbs.), S (8-12 lbs.), M (12-25 lbs), L (26-40 lbs.), XL (41-60 lbs.), XXL (61-80 lbs.). Polo Grey, Faded Pink (shown on Lily). \$16

**BD CLASSIC DOG SWEATSHIRT** Your dog can now enjoy the same cozy comfort you do in a hoodie! Black Dog logo printed on the back. 80% Cotton, 20% Polyester. (D189) XS-XXL. Polo Grey. \$28

**DOG SHAMPOO, BALM, & SPRAY** Brought to us by our partner, Simply Harleys, this dog-care line is made with all-natural, eco-friendly, therapeutic ingredients. Ingredients for all products available on our website.

**1. SHAMPOO** A gentle shampoo made of pure essential oils. 8oz. (D174) \$16 **2. PAW & NOSE BALM** A soothing balm to protect dog's paws and nose from cold, ice, salt, heat, & sand. 2oz. tin (D175) \$12 **3. FRESHEN UP DOG SPRAY** An all natural spray to keep your pup smelling fresh, even when he isn't! 8oz. spray. Lemongrass (D181), Sweet Orange (D181) \$14.

**BD BUDDY BOX** This gift box of our locally made dog treats and a fetch-friendly ball toy. One old fashioned molasses dog-shaped treat plus 30 wicked tiny sweet potato and honey flavored bones. (D218) \$17

**TO GO DOG BOWL** Our travel bowl is easily packed and the perfect size for both food and water when you and your pup are on the move. (D177) Red. \$15

**SNACK BAG** The perfect size bag for carrying small treats when training or out on long walks. Top cinches closed with handy belt loop attachment for hands-free treat carrying. (D178) Red. \$12

**BOWL WITH CARABINER** Our collapsible pet bowl is perfect for water or snacks for your best friend after a long walk. Black Dog printed on the bottom of the bowl. 5" Wide x 2" Deep when open. (D184) Pink, Blue, Red, Lime. \$8





# LIFE OFF THE LEASH...

but on the leash is okay too!

Many of our crew members are dog owners & we care deeply about the safety of our dogs. We carry a full line of collars & leashes for that very reason. Our leashes are made with the very best buckles & ribbons to withstand hours of walks, plays, & cuddles.

Woody



**BD D-RING COLLAR & BUNGEE LEASH** Adjustable ribbon collar options either as a standard collar or as a limited-slip collar. 6ft. long bungee style leash. Made in the USA. **1. COLLAR** (D(D170) Dog on Flag, (D211) Dog and Lobster; (D213) Whale Tale, (D012) Red Reflective. Small (10"-14"), Medium (13"-20"), Large (18"-26"). \$28 **2. LEASH** (D171) Dog on Flag, (D212) Dog and Lobster; (D214) Whale Tale, (D014) Red Reflective. \$38

**NYLON DOG COLLAR & LEASH 1. COLLAR** Features our Black Dog logo on a metal buckle. (D229) Puppy Love Pink. (D232) Camo and Bone. \$32 **2. LEASH** (D230) Puppy Love Pink, (D233) Camo and Bone. \$32

**UP ISLAND COLLECTION** Made in the USA, our colorful custom collars are made for comfort with a plastic buckle and brass D-Ring. 1 in. wide. Leash measures 6 ft. long with loop handle. Shown below top to bottom: **A. COLLAR** (shown top to bottom) BD Tubing (D248), Faded Camo (D236), Shamrock (D246), Stars (D244), Plaid & Paw (D238) X-Small (6"-12"), Small (9"-15"), Medium (12"-18"), Large (15"-21"), X-Large (18"-24"). \$24. **B. 6 FT. LEASH** BD Tubing (D241), Faded Camo (D237), Shamrock (D247), Stars (D245), Plaid & Paw (D236) \$28





**ALL NATURAL DOG BONES** Made locally for us in three flavors and two sizes to please all kinds of dogs. In resealable poly bag. **1. 32 MINI BONES** (D107) Bacon, Cheese, Peanut Butter: \$6.95. **2. 20 LARGE BONES** (D106) Bacon, Cheese, Peanut Butter: \$9.95.

**CERAMIC DOG BOWL** Our Black Dog 7 inch ceramic dog bowls come in two fun patterns to feed your furry friend in style. Classic Black Dog logo in the center of the bowl. (D220) Besty, Anchors. \$28



## Coming this summer!

**BLACK DOG "BESTIES" KNOTTED DOG TOY** We are proud to partner with Hugglehound® to bring you our exclusive brand new "Besties" Collection. These tough dog toys are made of with their own durable, double layer Tuffut Technology® which can withstand 100# of tugging and pulling. Each knotted toy dog features our mascot's signature white markings and red collar. Internal squeakers will keep your pup playing for hours! Plus, a portion of the proceeds from the sales of our "Besties" Collection will be donated to NEADS World Class Service Dogs, along with partnering First Responder organizations and Animal Shelters. For more information, please visit [theblackdog.com](http://theblackdog.com). Shown clockwise from top: (D223) (D224) K9 Cop, Blaze Firefighter, (D226) Bestie Rescue Pup, (D225) Service Dog Chantey \$25



Equipped with Tuffut Technology®



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# The Black Dog

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FIND A BLACK DOG GENERAL STORE: Visit [theblackdog.com/locations](http://theblackdog.com/locations)



Share your **#lifeofftheleash** moments  
with us **@theblackdogmv**