

Because you shouldn't have to sacrifice fashion to support your favorite team

JCR8TV

BESPOKE SPORTS MERCH COLLECTION



INTRODUCTION

“As an image consultant, I’ve always taken pride in my own personal style, and I’m also a huge sports fan. The problem was that I couldn’t find any fashionable sports merch that reflected my personal style to support my favorite teams and Formula One drivers.”

“Inspired by her passion for sports, fashion, and branding, Nadine launched JCR8TVE, her signature label for original custom sports-style. She designs bespoke apparel and accessories customized to each client's personal style, preferred fit, and favorite sports or lifestyle brands.”

FEATURED
IN



LOCAL STORIES JULY 27, 2026

Hidden Gems: Meet Nadine Jolson of Jolson Creative Studio and JCR8TVE Custom Sports-style



LOCAL STORIES



HAMILTON PANTS

ICONIC STYLE. CUSTOM MADE.

Designed for fans who live life in the fast lane.
These pants blend premium comfort with
iconic Hamilton style.

Perfect for everyday wear, race day,
or repping your favorite champion
in style.



PREMIUM COMFORT
Soft, breathable fabric
made to move with you.



ICONIC F1 STYLE
Designed for true
Formula 1 fans.



RELAXED FIT
Perfect for everyday wear
or race day.

AVAILABLE IN 4 LENGTHS:

30"

32"

34"

36"

CREAM
VERSIONSPARKLE SCRIPT
HAMILTON
SIGNATUREBLACK
VERSIONICONIC
HAMILTON
HORSE

SIZES AVAILABLE:

XS S M L XL XXL

Relaxed fit with comfort stretch.

LETTERING COLORS:

RED
SPARKLEBLACK
SPARKLESILVER
SPARKLEWHITE
SPARKLE

All lettering colors feature a subtle sparkle.

CUSTOMIZE YOURS

Choose your lettering color and
length to make it your own.
Other team & athlete designs available.

MADE TO ORDER

Each pair is custom made with
care, just for you.

@JCR8TVE
CUSTOM SPORTS FASHION



HOW I *Styled*



JCR8TVE

HOW I Styled



JCR8TVE



FORMULA 1



LIGHTS OUT AND AWAY WE GO!!

The ultimate race day energy.
Featuring premium crystals
that bring the starting lights
to life.



PREMIUM CRYSTAL DETAIL



BLACK MOCK TURTLENECK

Fitted Style

Cotton/poly blend

S

M

L

XL



WHITE TEE

Fitted Style

Cotton/poly blend

S

M

L

XL

AVAILABLE
IN



BLACK MOCK
TURTLENECK

WHITE TEE

STANDARD
SWEATSHIRT

Choose your fit.
Rep your team.
Spread the message.



PREMIUM CRYSTALS
High-quality red crystals
for maximum shine.



COMFORT BLEND
Cotton/poly blend
for softness and durability.



FITTED STYLE
Flattering, modern fit
made to move with you.



ALL TEAMS AVAILABLE
Rep your team.
Your way.

49ERS

LIPS COLLECTION



LIPS DESIGN TOPS + TEE

A bold take on team pride.
The 49ers lips sparkle
with red and gold
shimmer for a look
that stands out.



BLACK MOCK NECK TOP

Soft & stretchy blend

S

M

L

XL

SHOP NOW →



BLACK TEE

Soft & stretchy blend

S

M

L

XL

SHOP NOW →



WHITE TEE

Soft & stretchy blend

S

M

L

XL

SHOP NOW →

ALL
TEAMS
AVAILABLE



SPARKLE PRINT
Red, yellow & gold
shimmer finish



SOFT & STRETCHY BLEND
Buttery soft feel with
the perfect fit



TEAM PRIDE
Show your loyalty in
style and comfort



SIZES
S M L XL
Comfortable, flattering fit

49ERS COLLECTION

BLACK
VERSION



SPARKLE SCRIPT
SAN FRANCISCO
49ERS



49ER PANTS

ICONIC STYLE. CUSTOM MADE.

Designed for true 49ers fans who want to rep their team in style. These pants blend premium comfort with iconic San Francisco 49ers pride.

Perfect for game day, everyday wear, or showing your loyalty wherever you go.



PREMIUM COMFORT

Soft, breathable fabric made to move with you.



ICONIC STYLE

Custom 49ers design with sparkle script & signature lips.



RELAXED FIT

Perfect for everyday wear or game day.

AVAILABLE IN 4 LENGTHS:

30"

32"

34"

36"

CUSTOM SPORTS FASHION

CREAM
VERSION



SIGNATURE
49ERS
LIPS



SIZES AVAILABLE:

XS S M L XL XXL

Relaxed fit with comfort stretch.

LETTERING COLOR:



RED SPARKLE

Sparkle lettering for an iconic finish.

CUSTOMIZE YOURS

Choose your lettering color and length to make it your own.
Other team & athlete designs available.

MADE TO ORDER

Each pair is custom made with care, just for you.

@JCR8TVE
CUSTOM SPORTS FASHION

49ERS

INSPIRE CHANGE



A message that matters. Bold, powerful, and made to inspire.



ALL TEAMS
AVAILABLE



BLACK MOCK TURTLENECK

Fitted Style

Cotton/poly blend

S

M

L

XL



WHITE TEE

Fitted Style

Cotton/poly blend

S

M

L

XL

AVAILABLE
IN



BLACK MOCK
TURTLENECK

WHITE TEE

STANDARD
SWEATSHIRT

Choose your fit.
Rep your team.
Spread the message.



BOLD DESIGN

Powerful message.
Stand out and inspire.



COMFORT BLEND

Cotton/poly blend
for all day comfort.



FITTED STYLE

Flattering, modern fit
made to move with you.



ALL TEAMS AVAILABLE

Rep your team.
Your way.



OTHER *Styles*

ALL AVAILABLE BY
CUSTOM ORDER

JCR8TVE

Terri Ferrari Club

GA: F1 | WEC | IMSA | Ferrari



I'm so proud to be Nadine's very first customer!! ❤️🏎️🐎 I absolutely LOVE my custom "Through Goes Hamilton... Silverstone 2022" top. Every girl needs a classic little black top with a little sparkle in her arsenal...especially with the Vegas GP coming up later this year. ✨

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SFC Orlando 2026

2 online

Seeing Nadine's custom fits and her gorgeous beaded Prancing Horse purse last year, I already knew she was incredibly talented. But there's something special about finally having a Nadine original of my own. You can truly feel the creativity, care, and Tifosi passion she puts into her work.

Thank you so much, Nadine, for creating something so fun, stylish, and uniquely us. I'll be wearing this proudly!! ❤️🇮🇹
#ForzaFerrari #TeamLH44

4:11 PM



Thank you,
Nadine, for
making my custom
design on the fitted
jacket I always
wanted for the
games- I love it -
Babette B.

WHAT CLIENTS ARE SAYING

DESIGNER PROFILE



Inspired by her passion for sports, fashion, and branding, Nadine Jolson launched JCR8TVE, her signature label for original custom sports style. She designs bespoke apparel and accessories customized to each client's personal style, preferred fit, and favorite sports teams, athletes, or lifestyle brands.

Founded in 1994 by branding strategist and creative director Nadine Jolson, Jolson Creative Studio is a boutique Image Branding, Public Relations, and Creative Consulting agency based in Los Angeles. For more than 30 years, Nadine has helped entertainment, lifestyle, and entrepreneurial clients define their business or personal brands, elevate their public image, and tell compelling stories through strategic branding, marketing, design, and publicity.



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@JCR8TVE**

**TikTok
@JolsonCreative**

JolsonCreative.com/JCR8TVE

CONTACT