

TREND REPORT

TOP TRENDS IN LOGO APPAREL


VANTAGE



Marco Polo



Vansport Pro Eagle Polo/ 2481 W
Vansport Pro Eagle Polo/ 2480 M





Rich with Royal

One of the top selling color stories, Royal assortments work for building uniform sets for customer facing teams, management, executives, and road warriors. The versatile color is also strong enough to be used for gifts and incentives, events, and anniversaries.

Put This to Work for:

Big box retail programs, Local businesses, Automotive, and Health and Wellness companies.



Futuristic Fashion

Futuristic dressing looks to escape the post-pandemic everyday, taking inspiration from space, the metaverse, or even nature. Style is elevated comfort, cool, sleek and high-end with detailed components such as textures, heathers, trim accents, and tonal effects. Staple colors carry over every season.

Imagine this trend for:

Technology, Entertainment, Communications, Finance and Investment.

Newport Vest/ 7375 M
Newport Vest/ 7376 W

Vansport Zen Pullover/ 3450 M
Vansport Zen Pullover/ 3451 W



Hope, Play, Laugh

Bold hues of Pink and Red combine in this uplifting color story that's hopeful, playful, powerful, and professional. An unexpected combination, pink and red are surprisingly flattering, and gaining momentum. Neutral colors are layered in to keep 'Barbiecore' trending through more seasons.

Think Pink for:

Women's owned businesses, Beauty, Fitness studios, Awareness programs, Non-profits,
Specialty bake shops, Creameries, Dance studios, Salons, Pet shops, and Boutiques.

Boulder Shirt Jacket/ 7341 W
Boulder Shirt Jacket/ 7340 M

Vansport Trek Hoodie/ 8062 M
Vansport Trek Hoodie/ 8063 W



What's IN is OUTDOORS

Its mountain meets modern in the "gorpcore" crossover of fashion and technical performance gear. Driven by outdoor enthusiasts and sustainability, these earth inspired styles and colors embrace hand-crafting, gender neutral dressing, and the cargo pant culture.

Hike on over with this trend to:

Local businesses, Skate shops, Music stores, Eco-friendly manufacturers, Organic brands, Outdoor adventures, Wineries, and Small-batch breweries.

GET INSPIRED

SCAN QR CODE FOR MORE INFO



3140 Mesa Jacket M
3141 Mesa Jacket W