

# 2020 Apparel Trends

Are you ready for the latest fashion scoop?

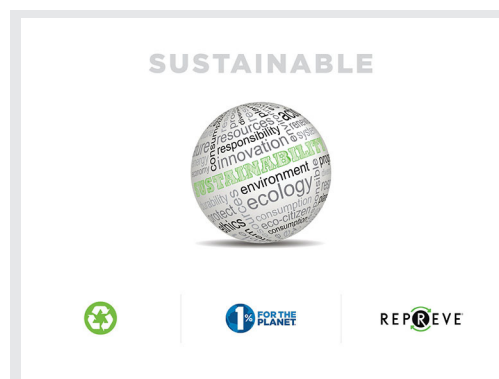
Vantage Apparel's, Director of Merchandising, Lauren Cocco shares how turning off autopilot and focusing on what's important at home and at work, is having a major impact on apparel design and promotional purchases.



For 2020, three key themes influencing apparel trends are:  
**SUSTAINABLE. PURPOSEFUL. MINDFUL.**



- The mindset here is living and doing business under the simple premise of leaving the planet better than we found it.
- Sustainable fashion apparel is becoming more readily available with innovations to yarns, materials, manufacturing and marketing – brands and clients want to make better environmental purchases.
- In manufacturing, materials that are recycled or organic are being used, along with dyes that do not contain harmful chemicals and utilize wastewater programs.
- By nature, apparel is sustainable in that it can be repaired by being stitched or patched, re-used or upcycled, and eventually recycled once wearing is no longer an option.
- Give-back programs provide additional opportunities for products to affect positive environmental change – even if not made with sustainable materials.



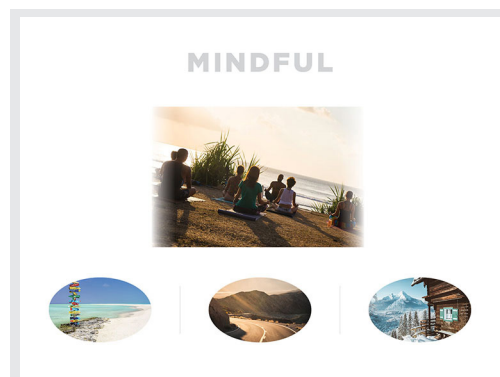
## SUSTAINABLE. PURPOSEFUL. MINDFUL.

- Functional products that serve a purpose and meet an important need are received better than fast fashion by today's consumers.
- Transitional items that are versatile enough to go from day to night or season to season.
- Durable and value-added features are key – waterproof fabric, high level of UV protection, moisture wicking, and antimicrobial
- Need-based attributes like pockets and packable options are also important as they're easy to travel and move around with.



## SUSTAINABLE. PURPOSEFUL. MINDFUL.

- Focuses on the importance of unwinding and destressing and being our "best self"
- This trend supports a travel-centric generation and finding the wanderlust in us all – a way to "unplug".
- Clients are looking for comfort in their apparel – less restrictive, ease of movement, flowy and relaxed silhouettes.
- Silhouettes that are commonly worn on vacation, holiday or amongst friends are worked into everyday wardrobes.
- Fabrics with spandex or engineered to stretch are also preferred - think more mobile and less restrictive.



# FIND THE KEY ELEMENTS OF **SUSTAINABLE, PURPOSEFUL, AND MINDFUL** LIFESTYLE TRENDS THROUGHOUT OUR NEW COLLECTIONS



PLANET POLO  
TREK HOODIE  
EUREKA SHIRT

## EARTHWISE

- Feel Good Fashion. The Vantage Earthwise collection offers high-performing essentials that are super comfy, easy to style, and feature a broad range of decorating options that include, embroidery, heat transfers, and screen printing.
- The collection delivers both an eco-conscious and charitable message.
- Each style is made with certified and traceable high-quality REPREVE® recycled polyester, plastic bottles that are collected (not produced), to help keep plastic bottles from ending up in our oceans and landfills.
- Additionally, we've partnered with 1% for the planet and pledged to donate a portion of Earthwise sales to nonprofits committed to protecting our environment. Clean Ocean Action, a New Jersey based nonprofit organization was chosen not only for their dedication to protecting beaches and waterways, but also for their locality which allows Vantage members to participate in community events like Beach Sweeps along the New Jersey Coastline.



# CLIMATE COLLECTION

NEWPORT  
TURIN  
GREG NORMAN  
DENALI



## CLIMATE

- Our Climate collection features versatile, all season outerwear for unpredictable conditions. Both useful and fashionable, these transitional layers are crafted with comfortable fabrics, quality construction and timeless styling.
- These durable styles feature protection properties like water-repellency or waterproof, breathability and stretch.
- Find lightweight and mid-weight styles that are packable, ideal for travel and on the go.
- High pile, chunky and super soft fleece fabrics are extremely popular.



rain-wear



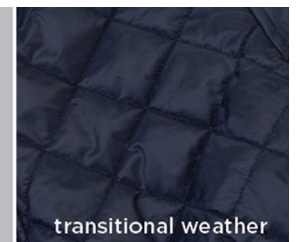
WATER  
REPELLENT



cold-weather gear



ADDED  
WARMTH



transitional weather

# COASTAL COLLECTION

VENTURA  
HORIZON  
RIVIERA  
WAVE  
BAJA  
TRUCKER



## COASTAL

- In our coastal collection, silhouettes are more relaxed and looser with a laid-back look and feel.
- Design elements take a nod from our coasts with watercolor prints and stripes and skyline views. Many performance-based fabrics are engineered to create a softer, luxurious hand.
- Heather or mélange fabrics are just as preferred as solids.
- Go on adventure or just chill out in a newer silhouette, the popover hoodie – featuring a playful stripe body and button detailing.



# 2020 COLOR & PRINT TRENDS



## BOLD & SATURATED

- Classic Blue, Pantone's 2020 Color of the Year will be widely used. Classic blue is versatile, has broad appeal and works well with other colors. It's very popular for corporate and sport markets. This color pops up in our Ventura Shirt and Newport Jacket in Royal.
- Additional trending colors include power colors like Red, Yellow and Orange
- With sustainability top of mind, earthy shades of green, blue and purple are becoming increasingly important and will lighten the mood. Also, look for lighter beiges and tans here, like Beach.
- Heathers, watercolor stripes and tie dye effects are prevalent.
- Lastly, color blocking with bold accents as well as tone-on-tone add some edge to these styles

## NOW, LET'S LOOK AT DESIGN TRENDS WITHIN SOME OF OUR MOST POPULAR PRODUCT CATEGORIES

### POLOS



#### POLOS

- Look for a variety of neckline options for women such as snaps, covered buttons, Y-shape and Henley collars.
- Full-button polos have a laid-back feel and appeal to younger clients. It's becoming more common that corporate and uniform programs don't require tucking.
- Textures are among the best-sellers – Our Vansport Pro micro mélange series and Strata polo are the most popular.

### BUTTON-DOWN SHIRTS

TOMMY HILFIFGER



#### BUTTON-DOWN SHIRTS

- Patterns including gingham, mini-checks and denims are more often preferred over solids for both men and women.
- Styles that are easy to wear and look good all day are important, in casual and contemporary options.
- Look for knit versions of the traditional button-downs, and woven shirts with moisture wicking and stretch characteristics.
- Find better than basic looks from brands like Tommy Hilfiger – classic American cool with a preppy twist.

## PERFORMANCE LAYERS



### PERFORMANCE LAYERS

- With nine months to year-round options, these styles are worn indoors and out – inside out and upside down!
- Softer, looser fabric options will show up here for sure.
- The Trek Hoodie offers a performance fabric in a subtle heather texture, super-soft fabrication, and stretch for comfort.
- Immediately feel and see the benefits of the men's & ladies Zen 1/4 pullover (wardrobe staple) – lightweight, breathable, stretchy, and now comes in assorted colors and extended sizes supporting various client programs.

## OUTERWEAR

### OUTERWEAR

- Durable rainwear including stretch and breathability are essential.
- Trucker and Utility jackets continue to offer a cool alternative to basic outerwear.
- As mentioned earlier, we're also seeing more interest in outerwear that is packable, easy to travel with and take on the go.
- Look for the trendy high pile, teddy bear fabrics throughout outerwear and beyond.





# FINALLY, AND BECAUSE IT'S ALL ABOUT THE LOGO, NOTE THESE TRENDS IN CHOOSING THE BEST PLACEMENT AND DECO METHOD TO GO WITH A SPECIFIC ITEM, FABRIC OR THEME



## DECORATION

- Use the garment design for logo placements - full front and chest blocks, side blocks, forward shoulder seams and back seams.
- Screen Print and Heat transfers are no longer just for t-shirts – look to offer these throughout multiple categories like polos, pullovers, and fleece. Also note the weight and smoothness of these methods complement lightweight and airy fabrics.
- Patches are very popular (in a variety of fabrics) especially on outerwear and layering styles. Patches are also a great solution for highly textured fabrics as the background prevents the logo from getting lost or sinking into the fabric of the garment.
- For personalized or discrete decoration, look for items with inner pockets, like our Zocket pocket, that can be used to feature a company message, monogram or icon using embroidery or heat transfer.
- For caps, create more interest utilizing the front side panel. This placement gives a unique look to a basic cap while keeping the embroidered logo visible from the front. Patch applique is a fun alternative for our flat knit beanie caps.