

2019 APPAREL

VANTAGE *Trends*

What's new and in style? Vantage Apparel's Director of Merchandising, Lauren Cocco shares the latest in what's trending in promotional apparel including fashion influences, key industry products, and new decoration ideas.

For 2019 we're focusing on 3 broad trends across all product categories: **Versatility, Comfort and Function.**



VERSATILITY
Versatility

- all-day appeal
- year-round silhouettes
- from casual to sophisticated

VERSATILITY

- Look for “do-it-all” or transitional items that can be worn all day and for multiple uses. These styles can have different looks and can easily go from casual to athletic to sophisticated, depending on how they're styled.
- The 3 laydown images show multiple looks for the same quarter-zip pullover. Layered over a henley and paired with jeans and sneakers for a casual look, the same piece over a button-down shirt for a more upscale office look, and with leggings and gym shoes for an athletic look.
- The lightweight pullover, button-down and Henley shirts are great year-round, seasonless items. These items can be worn alone or as a layered ensemble as featured on the model images.

COMFORT

- Much like everyday wardrobes, clients are looking for comfort in their apparel.
- Comfort is often associated with cozy cottons, softness and stretch.
- Many performance-based fabrics are being blended with natural fibers or engineered to create a cotton-like feel. The photos of the stacked pullovers and layered vest are good examples of this natural performance trend.
- Fabrics with spandex or 4-way stretch are also preferred - think more mobile and less restrictive.
- The model at center is casually wearing a button-down shirt open, over a t-shirt. It's made of a stretch fabric that resist wrinkles and will look crisp all day – plus, it's lightweight and airy.
- The Greg Norman Forward series polos featured in the upper right corner are an example of performance-based fabrics. These polos are blended with cotton, are super soft to the touch, lightweight and breathable.

COMFORT
Comfort

- stretch
- easy-care
- cotton-like feel
- lightweight
- breathable



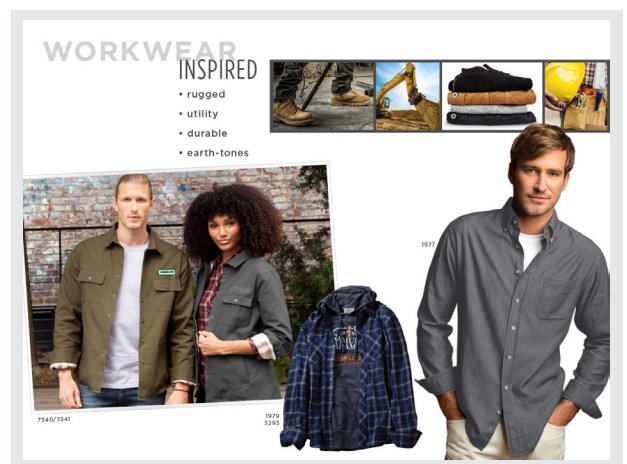
FUNCTION

- This key trend delivers purposeful, functional products.
- Often these fabrics have some sort of protection properties – like water-repellency, a high level of UV protection, advanced odor-control, and moisture wicking.
- Packable options are also important as they're easy to travel and move around with.
- Look for reflective details as they are used for safety and add a stylish accent – the blue cloud jacket includes a reflective tape at the front zipper and the other laydown jacket images include reflective zipper pulls.
- Also look for hidden or unexpected features that make an item special and unique. The anorak pullovers on the model images not only have protective fabric features, but also have a microfiber cleaning cloth at the inside hem – super convenient for cleaning phone screens and eye glasses.

Beyond the key elements of Versatility, Comfort, and Function, design influences also come from:

WORKWEAR INSPIRED

- Rugged silhouettes made with durable fabrics, utility pockets in earth-tone shades are trending.
- Common fabrics used here are canvas, flannel and denim.
- Popular colors in this group are taupes, khakis, greens, greys and blues
- Specific product callouts are shirt-jackets or as some say, shacket, which is a jacket that looks like a shirt – notice the spread collar and shirt tail bottom on the model at left



THROW-BACK INSPIRED

- Here you'll see iconic styling and 80's and 90's looks as brands go to their archives for design inspiration. Think "Nowstalgia"
- These are old school favorites with revamped color and fabrication
- Retro chest blocks, popovers, and varsity sleeve stripes are prevalent here

STREETWEAR INSPIRED

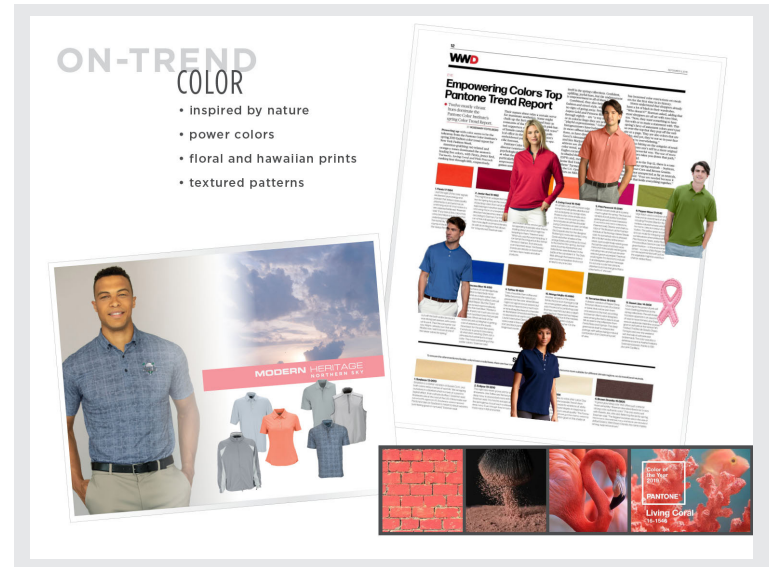
- Streetwear influences are popping up all over - in sophisticated office attire, workout gear, and casual wear
- Look for edgy styles, hooded silhouettes, quilted fabrics and bomber style jackets.
- Adding to the trend are standout trim details including bold zippers, asymmetrical zippers and chunky drawcords.



With a nod from nature, we get our 2019 color palette including shades from every part of the rainbow.

COLOR & PRINT TRENDS

- Solid colors and patterns are inspired by nature.
- Living Coral, Pantone's 2019 Color of the Year will be widely used. This color pops up in our GN polos in Coral Sun.
- Additional colors from Pantone's Spring report include power colors like Jester Red (this is a darker shade of Red), Pepper Stem (this is in the moss green family), and Princess Blue (inline with Royal color-ways).
- In the neutral zone, Eclipse (more of a True Navy color) and brown are alongside lighter beiges and tans.
- When incorporating trend colors with corporate logos, you can look to match embroidery thread and applique colors - like the Sweet Lilac (pink) ribbon tech patch shown toward the bottom left.
- On the softer side, The Modern heritage northern sky collection pictured here features a softer plaid print and subtle textures.
- Lastly, an all-over tonal palm print is an understated way to bring the floral print trend to corporate casual clothing. You'll see an example of this on the next slide.



Now, let's look at design trends within some of our most popular product categories.



POLOS

- Look for non-traditional and unexpected details in construction and style details.
- Button-down collars give off more of a sportswear look
- A variety of neck line options with zip necks and snap plackets
- Collarless golf shirts and full-button polos have a laid-back feel and appeal to younger clients.
- Patterns commonly used in button-down shirts like plaids and palm prints, are being used for polos.

BUTTON-DOWN SHIRTS

- Patterns including gingham, mini-checks and pinstripes are outperforming solids for both men and women.
- Styles that are easy to wear and look good all day are important.
- Performance dress shirts, like our Sandhill on the center model, are breathable, moisture-wicking and blended with spandex, and are becoming more popular especially with the modern details of a spread collar and narrower placket.





PERFORMANCE LAYERS

- This is clearly a hot growth category - with nine months to year-round options, these items are extremely versatile and are worn indoors and out.
- You'll see more high-end fabrics and sophisticated styling.
- The Pullover pictured here offers a performance fabric in a subtle heather texture, super-soft fabrication, and stretch for comfort.
- The vest on the top left model is a luxury layer with technical benefits and a natural look and feel. It's super soft, anti-pill and moisture wicking.
- The men's pullover on the bottom model features a classic herringbone pattern done as a modern print on a performance base.

OUTERWEAR

- Versatile looks are prevalent in lightweight jackets and heavier styles
- From Rugged lifestyle pieces that are durable and comfortable to Quilted bombers – that are old school but cool
- The Anorak and popover jackets have come back in a big way
- As mentioned earlier, we're also seeing more interest in outerwear that is packable, easy to travel with and take on the go.



Finally, and because it's all about the logo, 4 take-note trends in apparel decoration:



LOGOMANIA

- Logos built into the design of the garment. This trend mixes well with 'throwback' styles.
- Use full front and chest blocks as bold branding placements.
- Or keep it subtle with placements in the smaller areas (like within smaller stripes or seams).

RETAIL INSPIRED GRAPHIC PRINTS

- Distressed screen prints are no longer just for t-shirts. You see these throughout multiple categories like polo's, pullovers and fleece.
- For fresh ideas try new locations like off-center, over zippers or oversized placements.
- Retail looking designs can easily translate for corporate markets through the use of name-drop graphics. Name-drops are pre-designed by decoration experts and save time, creative fees and decoration mishaps.



HEAD-TURNING EMBROIDERY

- The Langdon's logo uses a Craft Bean Stitch embroidery – this option creates a hand-sewn, made to order look, to show off a logo. Using this technique makes the decoration look custom, as if hand stitched and one-of-a-kind.
- For caps, create more interest utilizing the front side panel. This placement gives a unique look to a basic cap while keeping the logo visible from the front.

PATCHES

- Patches are very popular (in a variety of fabrics) especially on outerwear, layering styles and beanie caps.
- Anything with dimension or texture really adds interest – the combination of applique and embroidery work nicely here.
- Patches are a great solution for highly textured fabrics as the background prevents the logo from getting lost or sinking into the fabric of the garment.
- Using different applique materials will create different looks. Twill gives a cleaner look, while felt and cotton rib look more vintage.



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