





## COLORI



From pastels to bright energetic colors, this is the year to indulge in vibrancy. Take a cue from the Pantone color of the Year and provide an almost universally flattering tone that communicates growth, strength and energy without feeling been-there-done-that. Rounding out the current trend palette is a range of earthy-based colors and a return to neons of the late 80's but updated with fresher tones.

## ONE SIZE FITS MOST





Accessories are uber popular. And the quirkier, the wackier, the better. Sweatbands, socks, buffs, and bandannas all provide a perfect platform for communicating a fun edge to your brand. Show some personality with custom gear that takes your brand beyond the logo.







## HEADWEAR



Being as awesome as your employees are is hard work. Sweating is inevitable, and so is being uncomfortable in a cap that doesn't breathe. You want them happy, but mesh caps have always looked a little sloppy. Thanks to recent popularity, these caps have gotten a full makeover. The once foam-front, cheap-looking cap is now structured and sophisticated. Business in the front with updated style, and a party in the back with a variety of mesh fabrics keeping things cool.

## NEXT EVOLUTION IN GARMENT PERSONALIZATION



Younger workers don't mind wearing a uniform, they just don't want to look too uniform. Offer them an apparel program that provides one-off fulfillment so team members can choose personal expression as part of your offering. Add to your core product array the ability to customize within brand guidelines. Use deco beyond basic embroidery and branding beyond your logo. Use this opportunity to communicate something new. Try patches, labels, and mixed media applications.