

A woman with long, dark, wavy hair is standing on the left side of the image. She is wearing a dark green, sleeveless tank top with a white graphic of a mountain range and a small cabin. She is also wearing dark blue jeans. She is looking off to the right with a slight smile. The background is a light-colored wall with a window frame visible on the right.

# **20/21 Vision - A Look Ahead to Trends in the New Year**

# WORK FROM HOME

When working from home, slacks and blouses can take a backseat to hoodies and sweatpants. Something about working in your living room makes "dressed to impress" seem futile.

But the reality is, we are still seeing faces (and apparel) on Zoom meetings. **With new hybrid apparel, you can be cozy yet camera-ready in a nice blazer made of stretchy, breathable cotton.**



## BONUS TREND:

Athleisure is here to stay – athleisure has made its way into the world of corporate fashion by bridging the gap between workday and weekend wear. **Due to the surge in employees working from home and corporate casual guidelines, athleisure is poised to graduate from a trend to a full-on style.**



# TIE DYE



Walking into any retailer at the mall right now is like stepping into the groovy 60's. Tie Dye is back with a vengeance, and Gen Z is eating it up. **Tie Dye has evolved from just tees to now include hoodies, hip packs, lunch totes, water bottles and more.** Bring a bit of fun to your brand with a happy and inviting tie dye groove.



# COORDINATING PIECES



Matching uniforms is challenging. You have to find the perfect piece for all body types, personalities, and functions, and then hope that it comes in the right color.

What if instead of finding that one piece, you could find 3 (or even 5) that made everyone happy and still looked professional and put together? **The new trend in uniforms is coordinating pieces.**

This trend allows for personal expression, a better fit, and an overall better morale. **Manufacturers are now making collections within standardized color families, providing several options and companion pieces that go together without being limited to one style.**

# STREET WEAR



**Retail-inspired uniforms have been growing in popularity as brands realize their employees want to wear at work what they would choose to wear at home.**

2021 is taking this to the next level with the introduction of streetwear in gear lineups.

**Brands such as Supreme, The NorthFace, Nike, Adidas and Under Armor have added their lines to uniform distributors allowing businesses to co-brand these items.**

Though the premium pieces may cost a bit more, the tradeoff is impressing your younger employees with your brand-savvy.

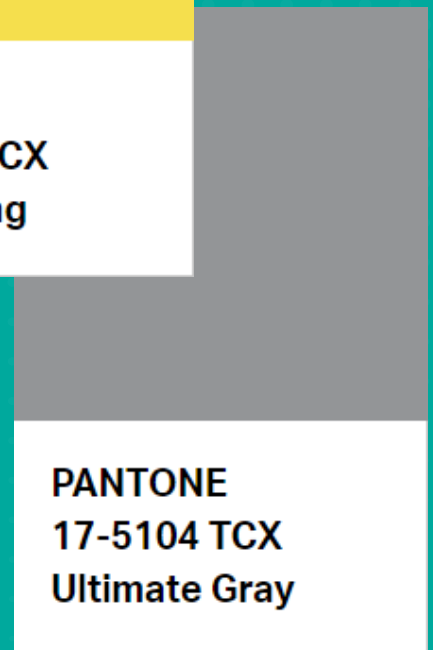
# PANTONE COLORS OF 2021

We love the release of the Pantone color of the year each December, and the colors for 2021 are no exception.

**A perfect bright and fun yellow paired with a universal grey.**

These two colors separately each bring their own energy, but paired together are a masterpiece. **The sunshine yellow brings intensity and warmth, akin to a sunny day on spring break.**

**The grey is a softened approach to a neutral color, giving a break from the traditional black.** These colors will be big this year as people look to keep their color palettes and their moods...light.



# FACE MASKS EVOLUTION



In March 2020 as mandates for mask wearing swept the nation, many clothing manufacturers pivoted to produce masks. **Throughout the year, masks have evolved to include options in performance fabrics, with enhancements such as copper embedment, and comfortable nose bridge pieces.**

**Decorators have started making adjustable masks that are fully sublimated, or triple layered for maximum branding and comfort. Masks are not going anywhere in 2021, just getting better.**



# MERCH AS A SECONDARY INCOME STREAM

In 2020 the COVID pandemic shutdown primary business for several industries. Savvy owners and operators have looked for secondary streams of income to survive the pandemic.

**Restaurants are creating DIY kits for prepping food at home, delivering summer camp kits, and even selling merch to provide businesses with enough revenue to stay afloat.**

Your patrons are looking for ways to support you safely – and buying your merch is it. **Sell exclusive gear such as tees, hats, totes, pins, and more to let your regulars help keep your doors open by taking a piece of you home with them.**





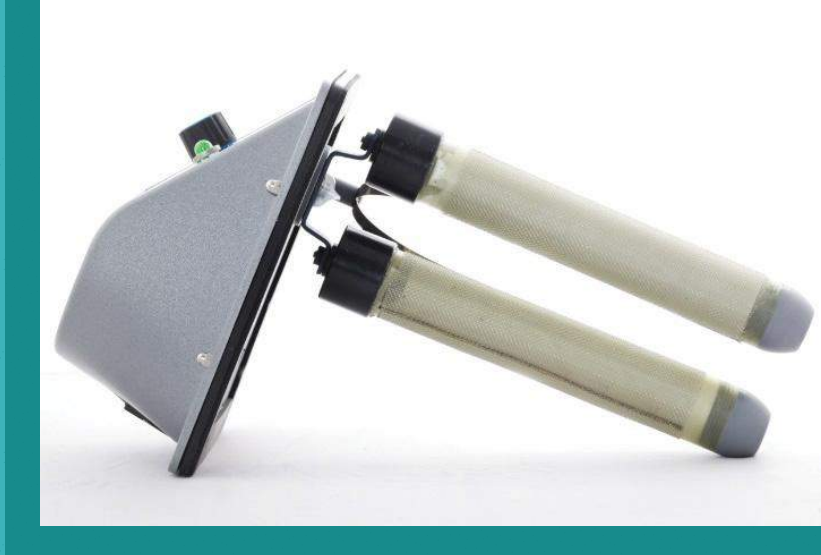
# AU NATURALE



Thanks to the pandemic, my skin has never looked better! The all natural WFH look has given my complexion a nice refresher. But, I digress; this is in fact not the natural look that is trending in 2021.

No, for that we look to natural materials, colors, and accessories. **This trend includes organic tees, natural canvas tote bags, and ivory tees in place of white.** Take a journey into earth tones for your neutrals, and take your brand Au Naturele.

# BONUS TREND: Clean Air



**AtmosAir™ air purification technology actively restores indoor air to its natural state where no pollution or contaminants exist — while reducing energy use and emissions in the process.** It is the most proven and effective solution to reduce inhalable particle matter (PM), VOCs, and pathogens to create healthy indoor environments where people thrive.

**Microchem Laboratory has confirmed that the presence of COVID-19 was reduced by 99.92% within 30 minutes of exposure to AtmosAir.**



**Want to get on these  
2021 trends for your  
crew?**

**We are here to help.**

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