



# 2022 TREND GUIDE



**RIGHTEOUS**  
UNIFORMS. GEAR. SWAG.



# Knowledge is power

and understanding how to read the times can provide a significant leg-up when it comes to choosing the garments and gear that your team will use to help you communicate your brand well. It often starts with color and function, but there are many other considerations when building a strong apparel program. The following trend insight is offered as a starting point for your brand refresh work. 2022 is a pivot year, with opportunities abundant, when you know how to use them.

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# Gen Z Market Power

01

They are a force to be acknowledged, so keep them in mind as you design your uniform program.



Key considerations are Inclusiveness, with fabrics and silhouettes that are adaptable to different body shapes and abilities; Insight, as Gen Z is well-educated, thrives on learning and has a keen interest in the brands that speak to their causes like sustainability, diversity, and kindness; and Influence, as this generation has the power to shape culture in your organization. Give them a collaborative voice in your wearables program and they will become your brand champions.

# Garment Dyed Comfort Colors

02

Give your employees and patrons an on-trend, favorite tee right off the shelf!



Everyone has a favorite tee. It's loved, worn in, and a shade lighter than its original pigment. Comfort colors cuts out the wait time to get to fave tee status with their soft fabrics and garment dyed colors. Give your employees and patrons an on-trend, favorite tee right off the shelf! Match it with a weathered soft-hand imprint for the total package look. Tonal prints are hot right now, as are subtly textured decorations. Puff prints and garment dyed shirts for a sweet 80's reboot. Everything old is new again.

# The Fit Is The Fashion

03

When your brand needs some structure, reach for a garment that says pressed and polished.



Let's face it, we've all been wearing knits a bit too much lately. When your brand needs some structure, reach for a garment that says pressed and polished. A nice button-down, a sleek soft shell, a crisp pair of khakis, and a high thread-count shirt all signal that the wearer is conscientious, professional, and ready to get things done. Look for taped seams, adjustable cuffs, wrinkle-free finishes, and back box pleats for comfortable movement. The New Smart Wardrobe includes a mix of woven and knit, easily packable, interchangeable pieces that all play well together.

# Restorative Color

04

Refresh with a color that says Rest, Harmony, and Vitality.



If you guessed green, you're probably already wearing this pleasant, restorative color. And, many shades have become neutrals, pairing well with pops of color that pack a punch. Olive and Heliconia, Sage and Cerulean, Hunter and Coral. Use the many shades of green to create a harmonious and refreshing break from boring black. And, after what we have all been through, we can use a bit of nurturing color.

# Garment Flexibility

05

Go with the flow.... of supply.

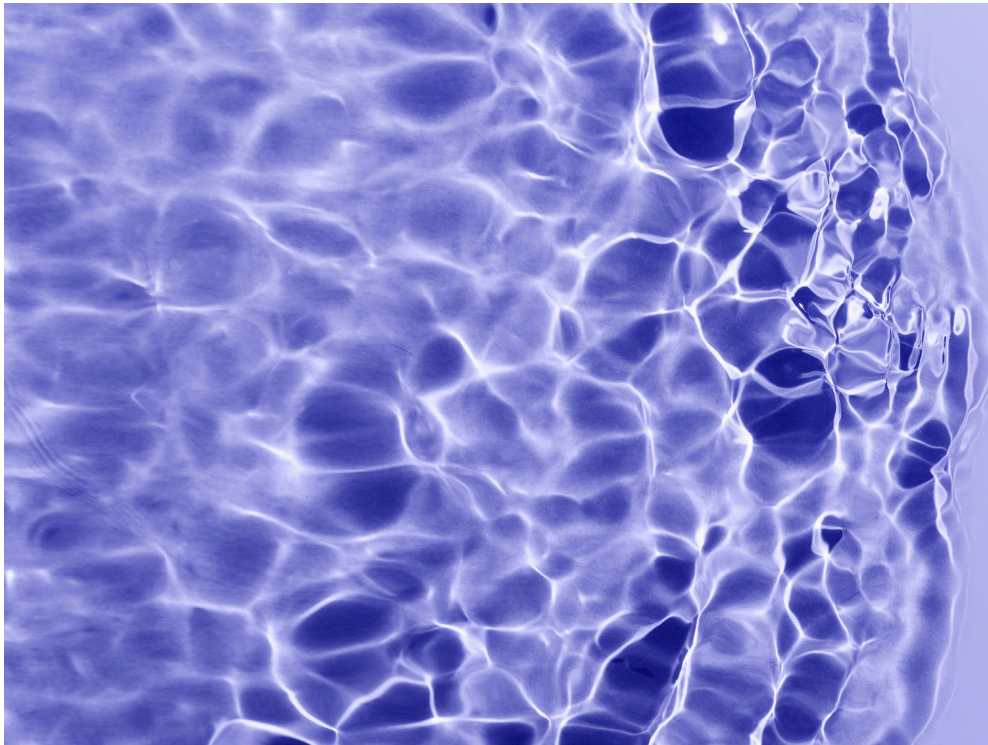


The crunch of the current supply chain is being felt across every industry. Garments are in short supply and outages are across the board. So, what is the best way to combat this without interruption to your uniforming needs? Flexibility. Instead of one uniform shirt, pick two or three with the same imprint. Don't stop at just a hat, get a buff, a bandanna, or even a headband. When there are more items to choose from in your uniform program, your managers have a better chance of keeping their team members in compliance.

# Color Of The Year

06

And the Color of the Year is.....Veri Peri.



Yes, it's a blue that leans purple, but in a way that is entirely new. It embodies the blending of our digital and material environments with a slant toward creativity, curiosity, and confidence. We can all wear this color.



# Wearable After Hours Gear

07

Your employees take off their uniform when they walk in the door but that doesn't mean they won't sport the brand on their time.



After Hours Gear you want to wear. Your employees take off their uniform when they walk in the door but that doesn't mean they won't sport the brand on their time. Just give them options that match their after-hours lifestyle – trendy gym apparel, urban sophisticate bar wear, cozy up on the couch fleecy styles, and get-outside and adventure in weatherproof gear. Offer incentives for your team to earn a portion or all of their branded gear purchase. It's a win-win solution and generates good vibes with your team.

# Layers On Layers

Polos, T-shirts, ¼ zips, hoodies, vests, shells, scarves, and button-downs are all great mix and match options.



What do a lasagna, a cake, and a sandwich have in common? Those delicious layers that all blend and harmonize are the secret sauce to a modern uniform look, too. Polos, T-shirts, ¼ zips, hoodies, vests, shells, scarves, and button-downs are all great mix and match options. Not everyone perceives indoor temps the same way. Johnny Fever may work next to Sally Shivers but they both need to sport the brand. Winter wear choices that complement your year-round look allow everyone to feel comfortable.

# Affordable Sustainability

Budget-friendly options abound in apparel and gear, that are made from recycled items and organic materials.



You don't need to retrofit your entire operation in order to give the environment a boost. Budget-friendly options abound in apparel and gear, that are made from recycled items and organic materials. And the even better news is the quality. Top Tip: many brands advertise recycled bottles as a key input in their fabrics but look for post-consumer materials on the label. There have been investigations into factories producing bottles just to "recycle" them into fabrics. Not exactly earth-friendly manufacturing. Low water use dyes, garments made from fast-growing tree fibers, and wood products that carry the Forest Stewardship Council seal can all showcase your care for our sweet planet.



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