



# 2023 TREND GUIDE



**RIGHTEOUS**  
UNIFORMS. GEAR. SWAG.



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# Anything That Helps the Planet

That doesn't break the bank

01



This appears to be the trend with the most staying power. For good reason. We are more aware of the implications of manufacturing processes, the dark side of low-cost goods, and the detrimental impact to the environment of mass production than at any other time in history. It has encouraged significant innovation including materials made from plastics harvested from the middle of the ocean, dyes made from minerals, organic cottons that are traceable back to the field they were grown in, and faux leather patches made from apple peels.

# Small Luxuries

The quality of the product is a signal of your values



The days of cupboards full of cheap branded drinkware are over. Name brand still isn't necessary, but it certainly helps you signal that your recipients are worth the extra expense. Many companies are tiering their gifts and gear, including higher-end items that the recipient may not have bought for themselves, but will appreciate and use for years to come. If your gear is their go-to, they will keep your company top of mind, and take your brand with you everywhere they go.



# Dressed Up ( and Comfortable )

Maybe the pendulum swung a bit too far in the casual direction

03

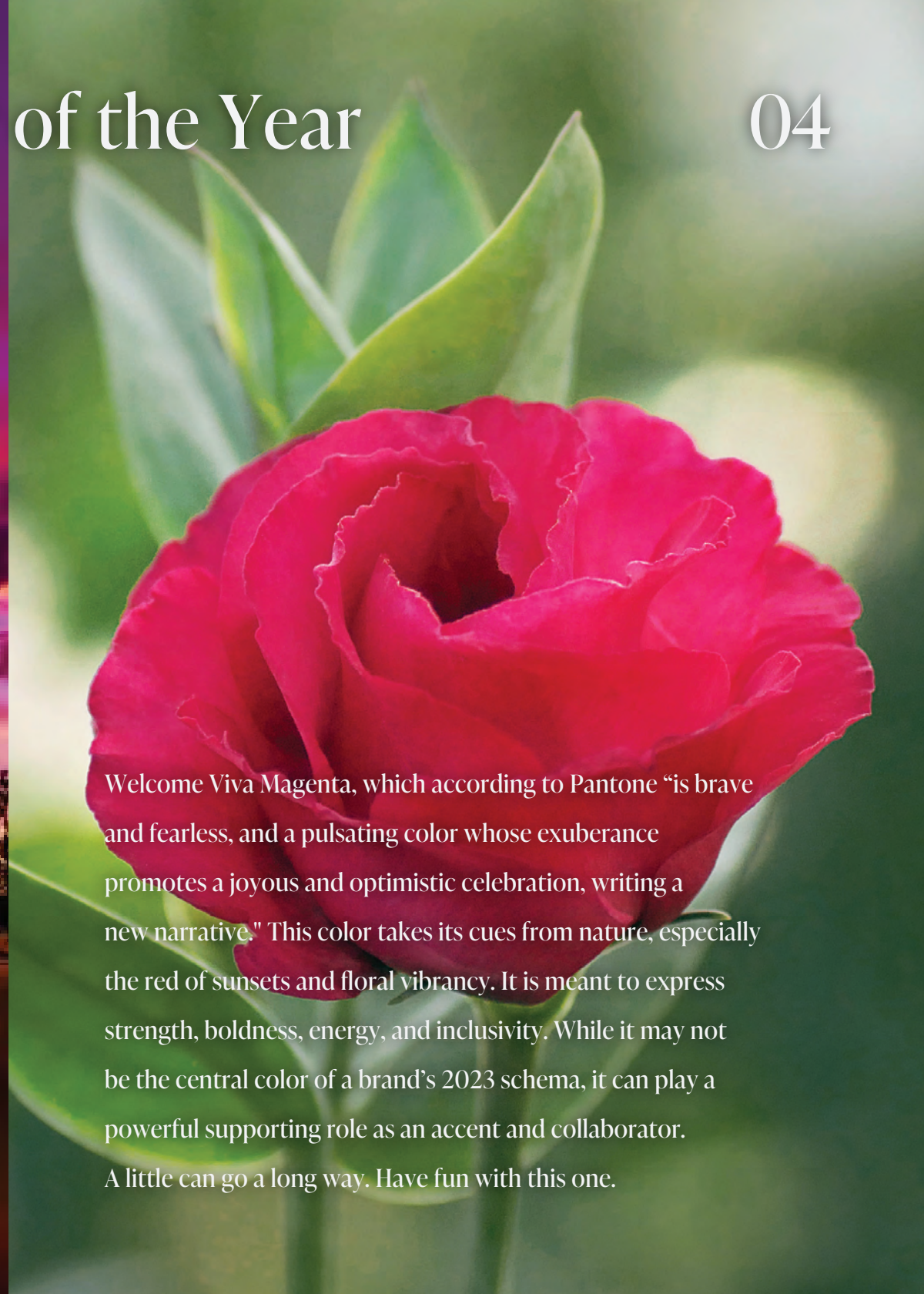
Let's face it, Zoom has allowed us all to be a bit too casual. Professionals are realizing that it helps to feel more put together when we look put together. Thankfully, giving up casual doesn't mean being uncomfortable. Workwear has evolved to include 4-way stretch, stain resistance, and laundry day ease. No drycleaner runs necessary.



# 2023 Pantone Color of the Year

It's time for cheerfulness to return

04



Welcome Viva Magenta, which according to Pantone “is brave and fearless, and a pulsating color whose exuberance promotes a joyous and optimistic celebration, writing a new narrative.” This color takes its cues from nature, especially the red of sunsets and floral vibrancy. It is meant to express strength, boldness, energy, and inclusivity. While it may not be the central color of a brand’s 2023 schema, it can play a powerful supporting role as an accent and collaborator. A little can go a long way. Have fun with this one.

# High-end Style at an Affordable Price

Thankfully these are not mutually exclusive

05



The name brands can command a pretty price, but for the masses an equal quality look-alike is more in line with the times. Many new ready-to-wear offerings take their inspiration from a Major Label but at half or a third of the price. There is no need to sacrifice quality or style in pursuit of a budget-friendly apparel program. After all, what good is a jacket if you can't afford to wear it anywhere?

# Prep is Back With Ivy League Chic

06

The modern twist includes better engineered fabrics



When the world feels uncertain, nostalgia makes a comeback. What was once sported only in the halls of Harvard, is now gaining mass appeal with a modern take. Oxford button-downs in new colors, pique polos in softer knits (that left chest emblem is still as popular as ever), updated cardigans and quarter zips in tech fabrics that are laundry friendly. Traditional Tennis and Golf separates are mixing it up with joggers and denim. You don't need to go full prep to lean into this style trend.



# Brights With an Edge

Add a pop of color to your neutral palette

07



We are all finding ourselves craving color, but not the pure popping tones of primary school. This year's trending colors come with a bit of sophistication and complexity. Think Mustard for yellow, Deep Velvety Green, a slightly Toasty Orange, Moody Violet, and Ocean Blue. There's a richness here to be discovered when colors get mixed in new and unexpected ways. It's OK to experiment with new, fresh combinations.

# Academia Vibes

Make learning look fashionable again

08

Following on the heels of Prep is a more scholastic version that takes its cues from professor wear – think elbow patches and tweedy textures – sweater vests, leather journals, actual ink-writing pens that feel great to hold, and book bags that make learning look fashionable again. Classic shapes and silhouettes have seen a resurgence in everything from blazers to luggage to bow ties.



# Retail Apparel Deco

Sophisticated flair is within reach

09



Laser cut sublimated suede with opalescent film overlay heat application

Street wear brands are grabbing the headlines, and for good reason. They are employing some unique garment decoration techniques that take the brand beyond basic embroidery. Multi-layered applications that include loose loop chenille, film on printed suede, color infused velvet, glitter twill, molded leather, sequins and sublimated step cloth. The best part is that all of these techniques are available for uniforming and corporate identity programs. Get a little creative and stray from the ordinary for your next project.



Felted bottle brush patches with debossed logos



Color-infused suede with embroidery details



Sublimated sparkle twill with laser cut edges heat application



Laser cut multi-layered decoration of faux leather, suede and shimmer cloth



Loose-loop chenille with laser cut edges for heat application



Embroidery and leather layered on twill as a sewn-on applique



Laser cut heat applied decoration with sublimation print and mirror film overlay



Sublimated twill cloth with sublimated suede and twill overlays heat application

# Honorable Mentions

These are mini-trends worth considering



- Hunter green has become a very popular neutral, often paired with a natural leather tone in the straps or decoration.
- Navy blue is making a resurgence as an alternative to black, giving a lighter more inviting edge to your apparel.
- Textures matter. A decade ago, everyone was enamored with smooth, sleek polyesters. Now we all want a more natural feel to our surroundings and apparel. Knubby knits, chunky cables, canvas, suede, felted wool, corduroy, linen, wood surfaces, and sisal – all of these evoke a nature-made vibe. Mix and match for maximum appeal.
- Last, but not least, showing your appreciation by gifting comfort. When you give an employee a uniform, you are telling someone what they will be wearing for most of their day, several days a week. Hear a sigh of relief when they see that your uniform looks like their favorite tee. Have headwear in your line-up? Instead of just a OSFM cap, expand the offering to include buffs, visors, headbands, and scrunchies.



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