

# 2024 TREND GUIDE

See the trends  
taking the industry  
by storm this year.



**RIGHTEOUS**  
UNIFORMS. GEAR. SWAG.



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# Color Of The Year: Peach Fuzz

01

Pantone has once again named their official color for the year, and this time they went the way of comfort. The chosen color, lovingly named peach fuzz, conjures images of springtime, fluffy blankets, and beautiful flowers.



“In seeking a hue that echoes our innate yearning for closeness and connection, we chose a color radiant with warmth and modern elegance. A shade that resonates with compassion, offers a tactile embrace, and effortlessly bridges the youthful with the timeless.”

- Leatrice Eiseman

Executive Director, Pantone Color Institute™

Peach Fuzz pairs well with greens, blues, and purples. It is better served in tandem with white over black and will elevate messages of togetherness, comfort, and connectedness. Use this color for Wellness initiatives, messages of hope, and in your Thank you gifts this year.



**Peach Fuzz**  
13-1023

# Touch and Feel

02



When choosing garments for front-line workers, the focus is often on color, look, and functionality. However, don't forget one of the most important aspects: touch and feel. Your team members have to spend hours a day in the shirt you chose or the hat you selected. Would you want to do the same? Comfortable employees are happy employees, and it shows up in their work. Textiles are tactile and come in many fabrics, textures, and finishes. Find the one that feels incredible while meeting your needs.



# Simplify the Offering

03

In recent years, the focus has been on variety and options, with the goal of making sure people feel unique while wearing their uniforms. This year, in the name of simplicity and cohesion, the trend is unisex unified apparel. To meet this trend, pick more universal pieces that work for everyone. Make sure the apparel you pick is comfortable, fits well, and has a wide range of sizes. This will streamline the ordering process for your managers and simplify the process when compiling inventory numbers.



# Wear Your Heart on Your Sleeve

04

Does your company support a charity or organization that means a lot to you? Well, it may mean a lot to your patrons as well. Let them know what matters by wearing your heart on your sleeve... so to speak. Add a second or third imprint to your apparel with a message about the cause you support. It can go a long way toward building respect, adoration, and rapport with patrons. It also creates a sense of pride for your employees – getting to proudly show off that they work for a company that is doing good in the world.





We've got the spirit; we, we've got the spirit!

If you look at retail today, you will see jerseys, hats, and jackets sporting a letterman vibe. Vintage-inspired All-American looks are in right now. From sports teams to music groups – everyone is feeling this style. Bring your heritage logo back with an updated modern twist using patches, sublimation, or even embroidery.

The most important part is to have fun with it  
- go team!



# Longer Silhouettes for Women in Corporate Apparel

The trend for women's corporate apparel this year is a longer cut. Sweaters, shirts, tunics, and layering pieces with a drop hem or longer length are saturating the market. Women love to pair their corporate attire with a flattering, flowing piece that is chic and stylish. Add these pieces to your offerings and see the smiles float around the office.





# Pockets!

There is no better reply to a compliment about your apparel than “Thanks! It has pockets!”. Fortunately, it seems the trend-gods heard us all utter that phrase a few times.

Throughout the industry, pockets are pocketing more than they have ever pocketed before. Tees, wovens, and jackets alike are now sporting pockets for the first time or have added additional pockets, making this trend an exciting one for us pocket-enthusiasts.

How many more times do you think we can say pockets?





I know, some of us never stopped wearing our 90's clothes, but for those who did (or those who weren't born yet) the trend is now. Overalls, plaids, and chunky boots can all be found wherever you shop. Incorporate this vibe into your offerings by using plaid wovens or headbands, fun 90's prints on your tees, or maybe an adventurous mineral tie-dye.

The choice is yours.

# Sustainability meets Personality

Brands are discovering new and exciting definitions for the word “sustainable,” and how it relates to apparel and gear. One of the fun new trends this movement in producing is recycling material without reprocessing it. Companies such as Cotopaxi are manufacturing bags that utilize recycled materials, resulting in no two items that look exactly alike. Play with trends like these in employee gifts, incentive items, and client gifts. Add some exciting variety and help save the world! It’s a win-win.



This year, all the trends say  
one thing: comfort.  
Whether it's touch and feel,  
soft colors and nostalgic  
garments, or letting people  
know the causes that  
matter to you, people want  
to feel warmth in their  
hearts in 2024.

If you would like to add any of  
these trends to your uniform  
and retail programs, contact  
Righteous today to get started.

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