

# 2025 Corporate Apparel and Gear Trends

See what's new in the industry this year.



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The year 2025 is upon us, and a little birdy told me that she has opinions about what is trendy.

Let's take a journey together through some of the top trends we are seeing in corporate gear, retail merchandise, and branded swag.



# Earth Tones/Jewel Tones

Earth Tones and Jewel Tones – It's back to basics with this color palette. Side by side with the sustainability trend, salt-of-the-earth colors are also on the rise. These mellow tones are making their way into retail programs, which means your employees want to wear them. The neutral colors lend themselves well to whatever design you want to put on them as they do not have a loud presence of their own. Most found in colors like oatmeal, olive green, maize, ruby, and sapphire, these colors are sure to offer something to compliment your brand.



A trend that started at retail this year is a boxier cut for shirts. We saw this trend start to pick up momentum for summer camps and event retail at the end of 2024, and we don't see it losing momentum going forward. Comfort Colors, Gildan, Lane Seven, and District are popular picks for shirts in this style.



# Rope Caps

For several years, trucker caps have dominated the headwear space, and dad caps have made a resurgence as well. The current version of these styles taking over the market is the rope-adorned cap.

These come in a variety of options from foam front to twill, and even poly/spandex options. For the rope, you can find tonal, contrast, and mixed color options to meet your desired fashion goals.



# Heavier Weight For Sweatshirts



Sometimes, trends can be funny in that they are the opposite of what was just in style. Young adults these days are wearing socks with sandals, crocs, and heavy weight sweatshirts. Yes, the days of the lighter weight the better when it comes to this popular layer are over.

How does this trend translate into the workspace? Your team gets longer-lasting more durable apparel, that can better roll with the punches. Construction teams, maintenance departments, and anyone working outside will thank you for adopting this trend.



# Mood Colors For Apparel

Another color-related trend this year is mood colors. Akin to the science behind what colors to paint walls for different results, studies have shown that the colors people wear affect their moods as well as the perceptions of your customers. Want to be viewed as vibrant and fun? Wear orange. Looking to give off a peaceful and trustworthy vibe? Get into something blue.





Want to find a creative way to bring interest and dimension to your apparel? Look no further than an all-over print.

This trending apparel style allows you to add visual appeal and elevate your look without over-doing your logo. This print technique works best on sublimated items, and can be done affordably on a polo, button up, or tee.





# Technology (NFC)

Picture this: you and your team are at a networking event for business executives. You're making some great connections and exchanging business cards. Just past the mid-point of the day, you realize you've run out of cards. You still have so many people to talk to, but if they ask you for a card, you'll have to tell them you weren't prepared.

No one wants to be in that situation, and advancements in technology are helping that scenario become a thing of the past.

NFC (Near-field communication) is entering the promotional products industry. Items such as patches, pens, keychains, bracelets, and more are equipped with a chip that you can load up with your digital business card. Once someone scans it with their smartphone, your information is automatically sent over. Voila! Now you're prepared AND tech-savvy.



# 16-Hour Transitional Apparel

08



Transitional apparel for the new way we live. The lines are continuing to blur between work, travel, leisure, and entertainment. New garment styles are designed to be comfortable and flexible to allow one garment to carry you through the entire day.

With this in mind, it makes sense to keep branding of company logos to a more subtle placement and colorway. Think of tonal logos in secondary locations. Garments to consider in this category are  $\frac{1}{4}$  zips, lightweight jackets, packable puffers, and elevated fleece.



# Color Of The Year: Mocha Mousse

09

"A Global Mood of Connection, Comfort, and Harmony."

This warm, comforting, and nurturing color can be used simultaneously to express luxury as well as humble beginnings. It is an earthy and foundational hue that gets along with a multitude of colors, including metallics, brights, neutrals, and rich earth tones .

Have fun grounding your design aesthetic with Mocha Mousse for your next campaign or event.



# Get Reacquainted With Beauty

There are two words that have been absent from our vocabulary in recent years around the topic of corporate outfitting – beauty and wonder.

Much has been said about utility, and durability, but not much about aesthetics and things that inspire a sense of awe.

Artwork design has thankfully taken a step in a much-needed direction to re-acquaint us with things that look good, as well as perform well. Wallpaper is seeing a resurgence as a way to add pops of pattern and beautiful color, just as garment graphics can help to elevate a basic T-shirt or sweatshirt.

Think beyond the logo and message to timeless design principles that make us take notice.



# Dopamine Design

Dopamine Design – this is a pendulum swing from the days of the minimalistic, super hand-drawn, simple line graphics, and single-color packaging, home décor and apparel.

The idea here is more is more. **Color**, plus **color**, plus **color**. Yes! Then mix in some patterns, some white space, some black for grounding, and something **fresh and green**. Overload? No, but it is a feast for the eyes.

How to use it? Think garment graphics, signage, playful colors in your uniform program, and tradeshow giveaways.





Show me someone who doesn't like a yummy food gift...and I will have lots of questions for them! For the rest of us, there is nothing quite like opening a sweet or savory treat from a boss, client, partner, or friend.

Food gifts are a tried-and-true gift option for any industry, or age group. This year, food gifts have stepped up their game with more mature flavors like Prosecco or Champagne for gummy candies, and a dark espresso for the chocolate lovers. The packaging for these gifts has come a long way as well.

Customizable boxes, canisters, bags, and labels pack an extra punch helping to wow your recipient. Think about new hires, thank you gifts, anniversaries, and more.





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