A FORWARD LOOK:
Trends shaping custom business apparel NOW
Suddenly, it’s in to dress like blue collar workers. Attire that conveys a strong work ethic, a connection between labor and success, and utility is cool. Style your team with apparel that is a nod toward old school workwear, modernized for today.
Prints that feel like almost nothing are gaining popularity. Give your employees and patrons branded gear that carries your powerful message lightly. A soft-hand print doesn’t mean less impact.
From pastels to bright energetic colors, this is the year to indulge in vibrancy. Take a cue from the Pantone color of the Year and provide an almost universally flattering tone that communicates growth, strength and energy without feeling been-there-done-that. Rounding out the current trend palette is a range of earthy-based colors and a return to neons of the late 80’s but updated with fresher tones.
Accessories are uber popular. And the quirkier, the wackier, the better. Sweatbands, socks, buffs, and bandannas all provide a perfect platform for communicating a fun edge to your brand. Show some personality with custom gear that takes your brand beyond the logo.
Patterns are hot and if you can find a way to mix patterns, you are treading in fashion savant territory. Plaid shirts and pants - not necessarily together, camo accents on jackets, tie dye updated with new designs and colors, checks, stripes and polka dots. Solids are great, but a fun pattern can elevate your look with little effort.
CUSTOM APRONS

Everyone loves the popular custom-made aprons in top-market bistros. Take a page out of their book in your very own version; tailored just for your brand vibe. Rugged fabrics, custom findings, contrast materials, leather accents, retail-inspired woven labels, and new designs can pull your uniform up a notch or ten.
Being as awesome as your employees are is hard work. Sweating is inevitable, and so is being uncomfortable in a cap that doesn’t breathe. You want them happy, but mesh caps have always looked a little sloppy. Thanks to recent popularity, these caps have gotten a full makeover. The once foam-front, cheap-looking cap is now structured and sophisticated. Business in the front with updated style, and a party in the back with a variety of mesh fabrics keeping things cool.
Younger workers don’t mind wearing a uniform, they just don’t want to look too uniform. Offer them an apparel program that provides one-off fulfillment so team members can choose personal expression as part of your offering. Add to your core product array the ability to customize within brand guidelines. Use deco beyond basic embroidery and branding beyond your logo. Use this opportunity to communicate something new. Try patches, labels, and mixed media applications.