



Trend Chat

Fall 2018

Brought to you by:

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1. **Pick Your Theme**

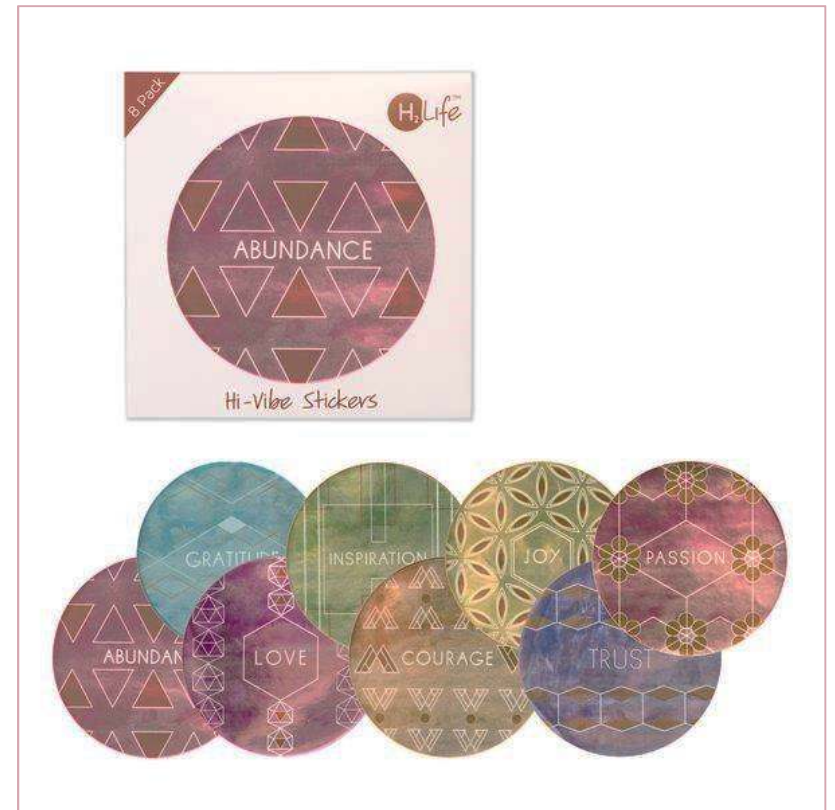
2. Pick Your Color
3. Meta Trends Women & Men
4. Micro Trends Apparel
5. GM Sub-Categories
6. Supplies
7. Pricing in 2019
8. Marketing

Llamas, Sloths, and Unicorns

Oh, my!



Express Yourself



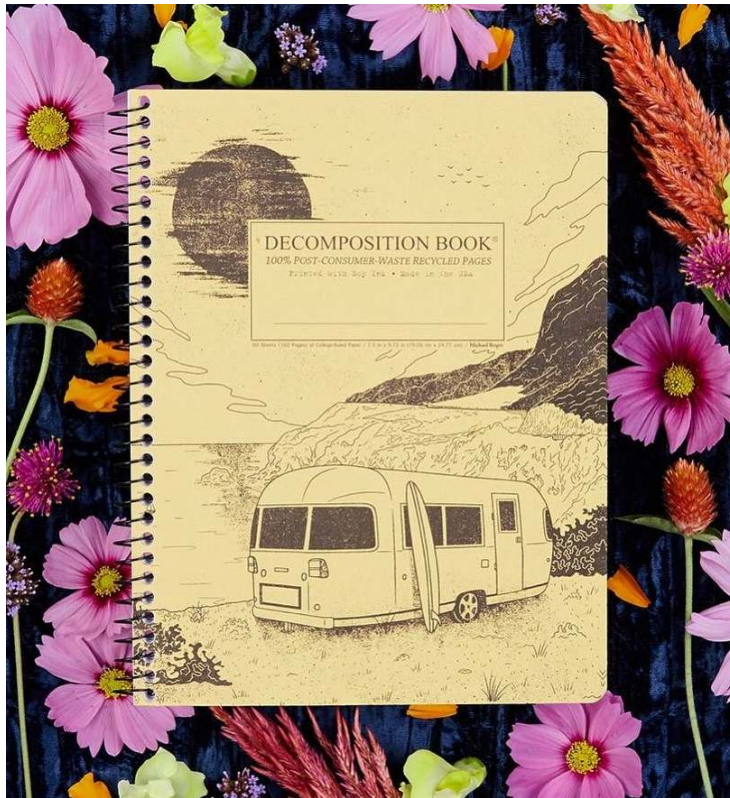
Back-story: H2Life Mission

Happy, Healthy Existence

Save the Planet – Re-use Bottles

Stickers for Smiles to hospitalized
children

Retro Vibes



DZGC86

DZGC87

DZGC88

DZGC90

DZGC89

Home Décor





Vintage – Alternative

Soft feel

Retro graphics

Distressed graphics

Sustainable fabrics

VERMONT

VINTAGE COLLECTION

UVM







A brand new streetwear and lifestyle collection developed by Zephyr. Stay tuned for 150+ new characters and products.





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Spring Summer 2019

Leading trend forecaster, Fashion Snoops

Valley

DESIGN DETAILS



BOWS



CUT OUTS

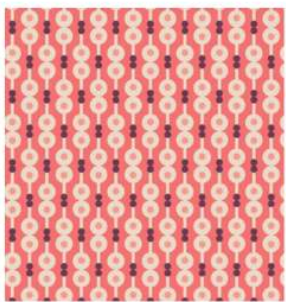


MIXED MEDIA

PATTERNS + GRAPHICS



PLAYFUL PLAIDS



KITSCH GEOS



LAYERED PETALS

Santa Fe

DESIGN DETAILS



EMBROIDERY



KNOTTED



FRINGE

PATTERNS & GRAPHICS



HORIZON



MACRO BLOSSOM



MIRAGE

Spring Summer 2019

Leading trend forecaster, Fashion Snoops

Bodhi Zen

DESIGN DETAILS



PATTERNS + GRAPHICS



Summit

DESIGN DETAILS



PATTERNS + GRAPHICS





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Spring/Summer 2019



- Gold
- White
- Plaids/menswear



- Florals
- Mixed prints/artsy prints

Women's Trends



BOLD LINEAR BLOCKING



HEM WRAP
BRA TANKS



GENEROUS BODY/
SHORTER LENGTHS/
LOWER ARMHOLES



TIED HEMS



UPDATED 'TRADITIONAL'
PATTERNS



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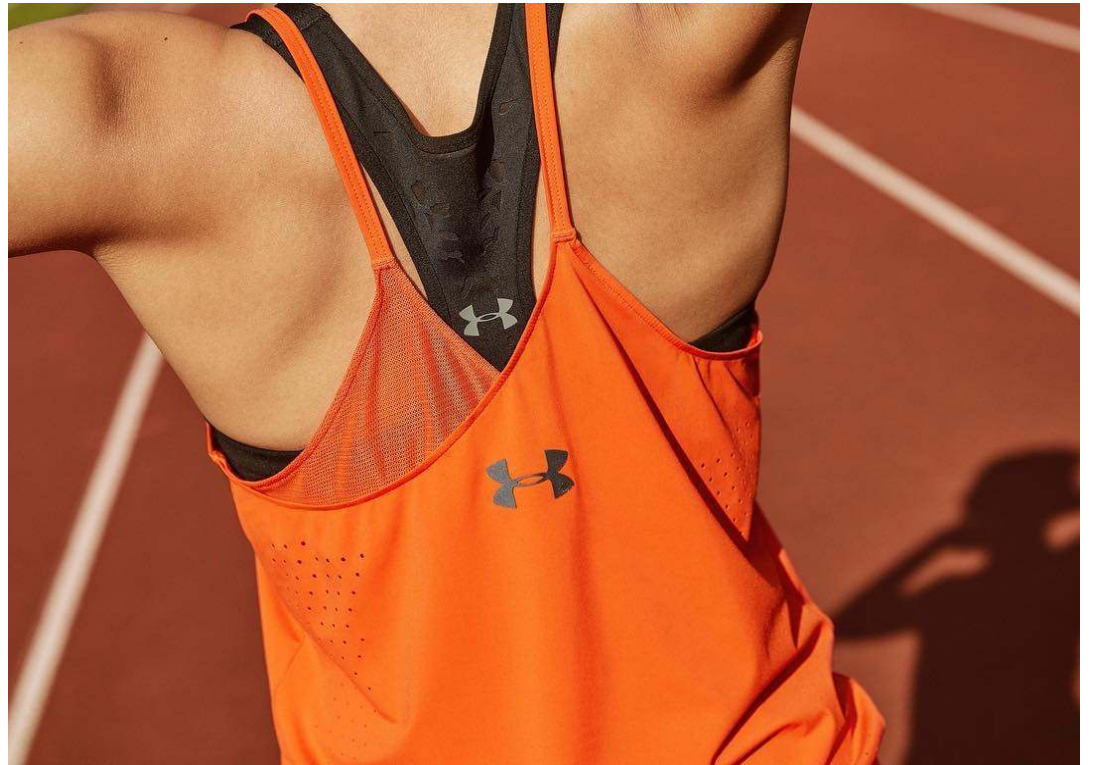
UNDER ARMOUR®



Traditional Tee with a Twist



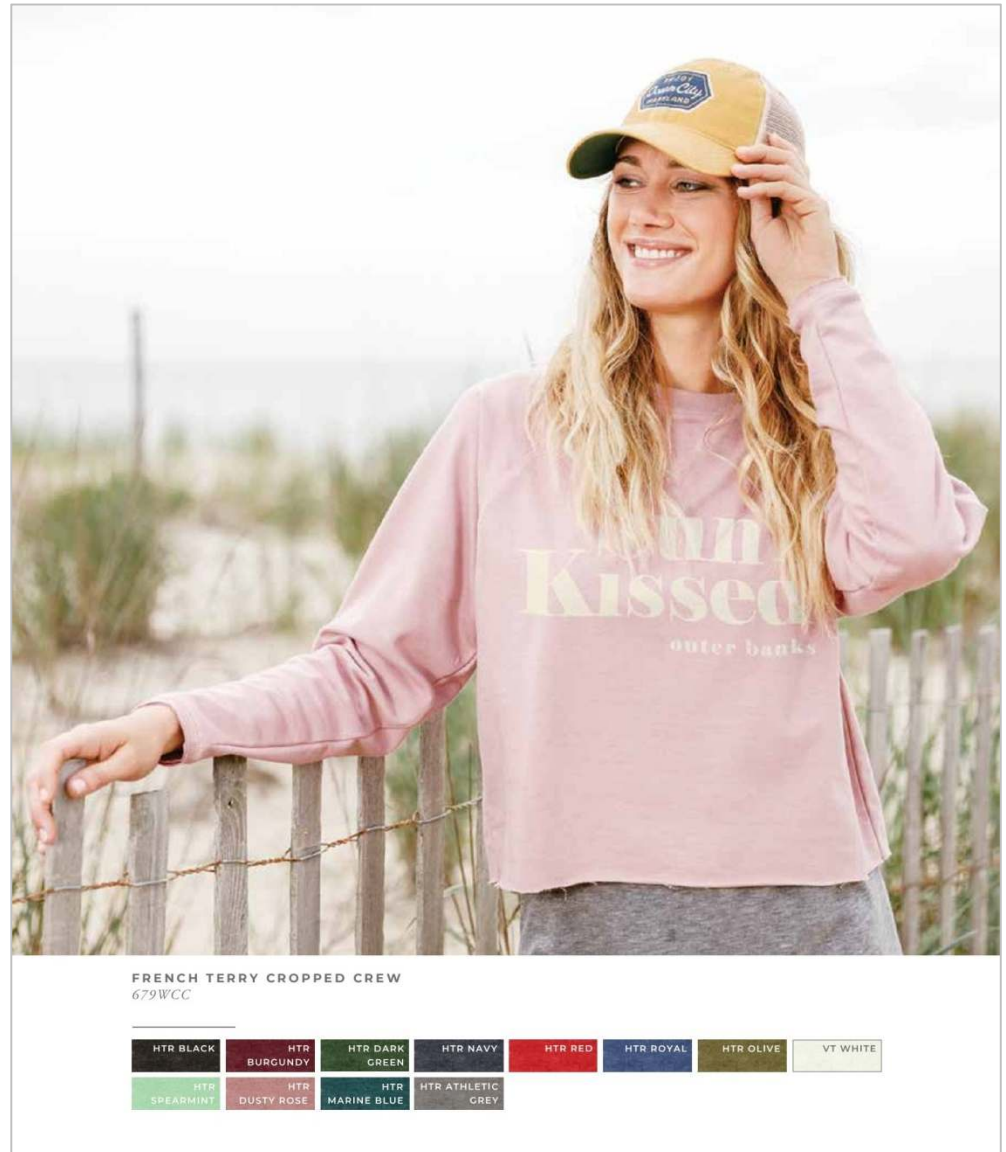
Layered Performance



Cropped Tops



NEW women's Reverse Weave
cropped hood
color blocked



Color Block Leggings



Plaids & Stripes



Texture



Performance Wear Trends



BOLD LINEAR BLOCKING



**SLEEVE
STRIPING**



**TRI-COLOR
BLOCKING**



**QUARTER SNAP:
NEW NECKLINES**



**LIGHT WEIGHT
FLEECE//
TONAL BRANDING**



TONAL BRANDING

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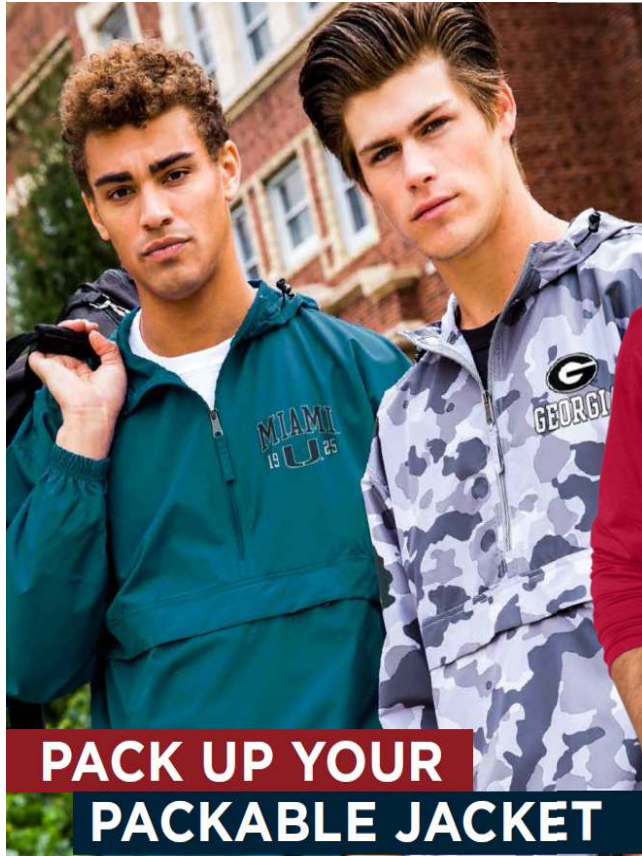
Co-Branded Graphics



Celebrating 100 Years in 2019



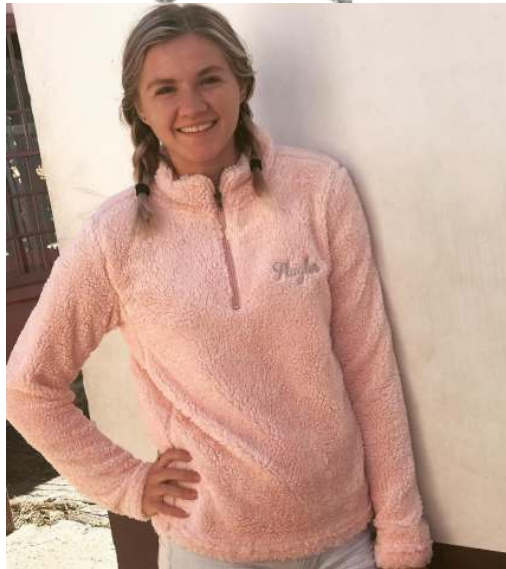
The Jacket for All Seasons



**Light Weight
Not Fleece
Not Tee Weight**



Sherpa Soft



My America

"END OF SUMMER" EXCLUSIVE
USA OLD FAVORITE TRUCKER

AVAILABLE FOR A LIMITED TIME

ONLY
\$25.00

SUPPLIES WON'T
LAST LONG.

ORDER TODAY!

ONLY AT
LEGACYBRAND.COM

LEGACY
CONSTITUTION DAY

DGC57 - 6" x 2"

Parents with Attitude!



With help from a local supplier, EWU's campus store gave its parent-apparel selection a more contemporary spin (above). The store also offered "home tees" (right) and melded school and national pride in a tee that combined EWU's eagle logo with the American flag (bottom).

One Size Does Not Fit All

Under Armour Pinnacle Polo 5XL A1804A4



\$90.50

Color: Navy



Available Sizes:

5XLarge

Quantity:

1

Availability ⓘ : In Stock ✓

ADD TO CART



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Stemless Wine Glass Style



Beverages from the Cooler



- Ready-to-drink Cold Coffee Brands *(WSJ)*
 - Sales up 29% over last year
 - Starbucks, Peets, Dunkin', and others
- Bottled Water *(IBWA/BMC)*
 - Sales up 8.8%
 - Sparkling Water up 27.5%

*International Bottled Water Association (IBWA)
and the Beverage Marketing Corporation (BMC)*

Convenience Foods



Favorite Food Brands

1. Oreo
2. Eggo
3. Doritos
4. Tostitos
5. Goldfish Crackers
6. Chips Ahoy
7. Kraft Mac & Cheese
8. Heinz Ketchup
9. Pop-Tarts
10. Jif

Ages 18-24

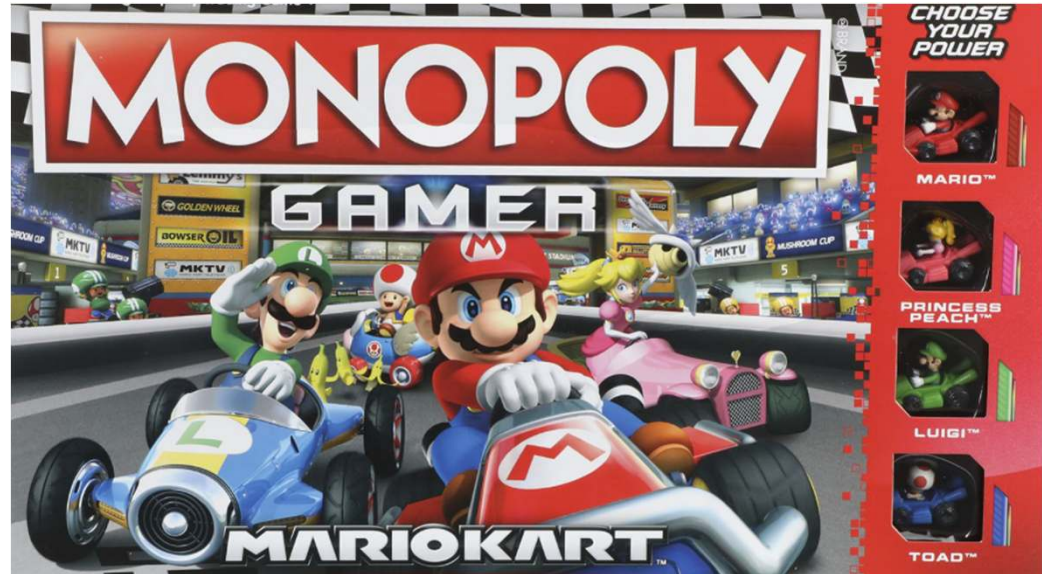
Reported by Ypulse

August 2018

Food Inspired



Gaming Old School New Twist

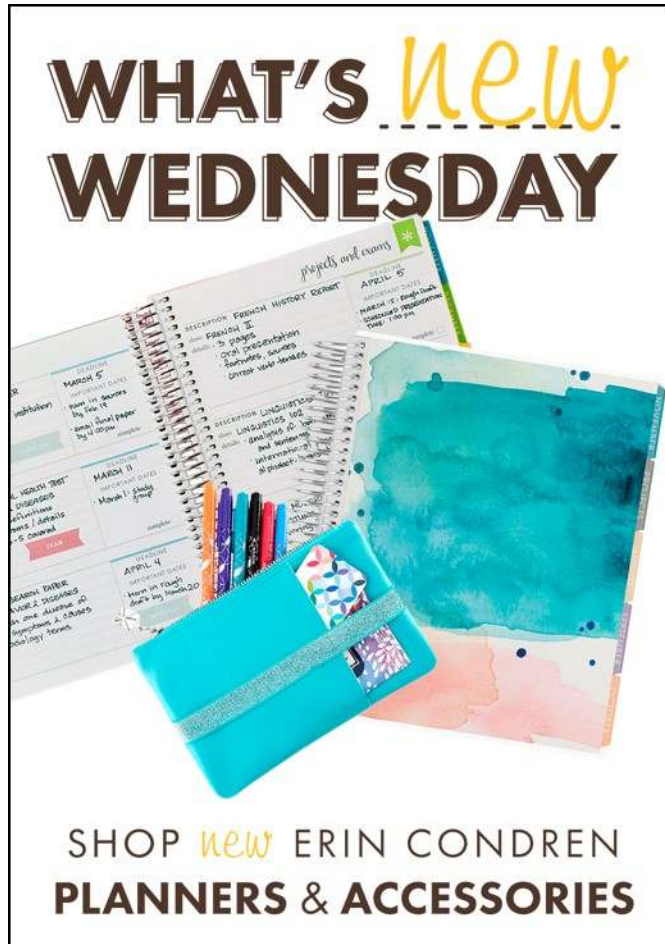


- Hasbro Nintendo Mario Kart Monopoly
- Gadget fatigue: rebalance your digital life
- Face-to-face games connect people
- Global game cafés

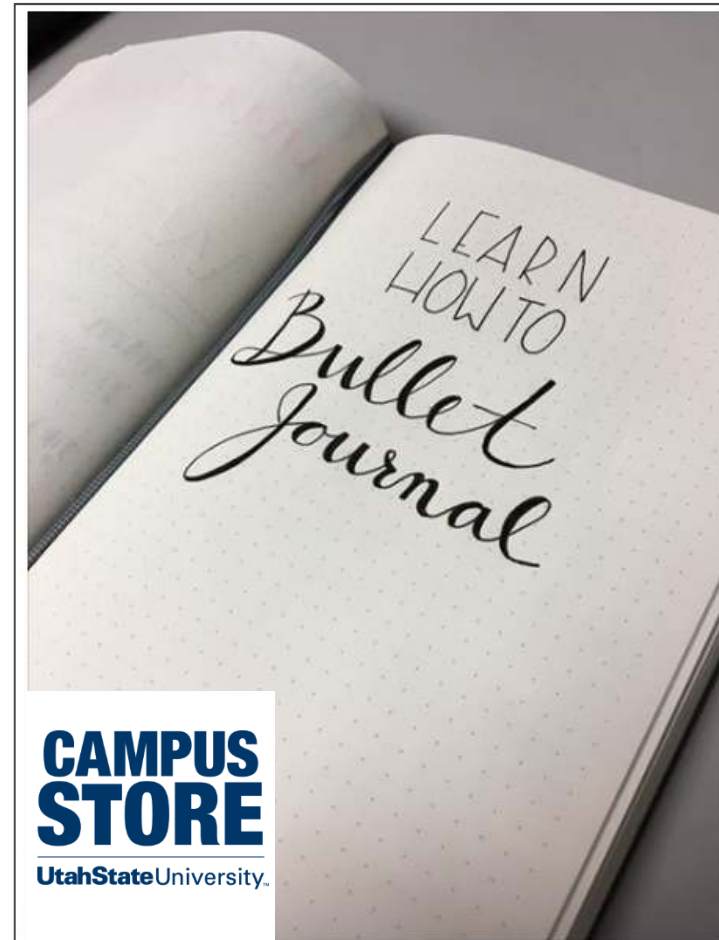


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Creative – Motivational – Aspirational Celebrational – Inspirational *Mental Self-Care!*



 **UNIVERSITYSTORE**



Blurred Lines – Paper to Digital



Revivals



Sparkle Pop, Milky Pop and Solar Pop \$2.69

Can the Black Paper Craze be far behind?



Pastel Hi-lighters





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Global & Domestic Pricing Pressures

Reduced Cotton Harvest

1. Upward Trend in Cotton Prices
Trade Imbalance with China
25% Tariff on
American Cotton
Imported into China

Textile Mills in China Closed to Improve
Environmental Impact

2. Rising Cost of Chemicals & Dyes
Appropriate Wage
Increases Globally

Paper Mills Closing in US

3. Reduced Demand for Tablet Grade Paper
Mills Converting to High-Demand
Corrugated & Packing Materials

4. Oil Prices Increasing
Increased Freight Costs
Internationally and
Domestically

Pennies Count Online

Search engines sort on the lowest price or lowest price with freight. Know where your customers are shopping and how those sights work.

TaskHusky.com/blogs



\$24.48



\$24.69



\$24.95



\$24.99



\$25.00

Price Events



DIY Event



GVSU Laker Store

September 20 at 3:56 PM · 🌐

The DIY tee party is happening now! Join us until 5 today.

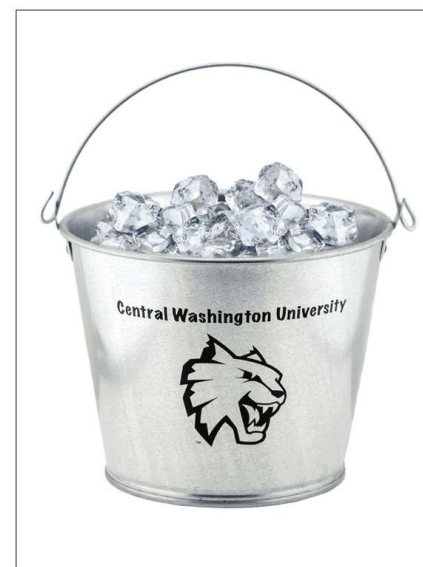
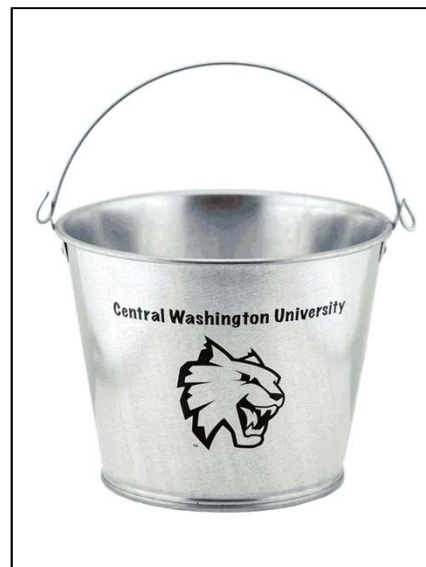


It's a bin...
It's a pail...
No, it's SUPERBUCKET

SALE PRICE \$13

Keep your refreshments
refreshing this summer with
this 7" tall, 8.5" diameter
CWU galvanized bucket

*GIF animates from a plain
bucket to a party!*



Shop Now



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