

in your faceTM apparel

Q1- Trend Guide 2021

Color Palette



Athleisure



Monochrome

Whether with prints or solids the use of only one color in different variations is prominent in active.

Texture

Leather, PU, or Vinyl are making their way into the athleisure realm through full silhouettes or panels.

Color-Block

The use of 2 or more colors is common, but athleisure is adding some flare by using it in unique patterns and tie dye washes.

Work From Home



Lightweight

Tie Dye or a repeat patterns on a light weight pajama set will set you apart in those Zoom meetings. These lightweight pajama sets are perfect for layering.



Minimalism

Get comfy with graphic tees layered with plush joggers or leggings. Pair with a longline jacket/blazer and you'll be prepared for any unexpected Zoom call..



Neutral

Neutral tone color palette are trending in Q1. Focus on using natural colors or nudes on french terry sets for ultimate comfort.

Mask



Clean

Simple masks are shown within Q1 .
Clean lines are added with the
strap finishings and the fabrics used
for a more breathable covering.

Repeat Patterns

Sublimated, washed, or printed.
All over patterns are shown
on innovative and durable coverings
such as the infinity scarf mask.

Accents

Bold audiences are looking for accents to
add some spice to their mask. Such as
rhinestones, pearls, leather, and spikes.



Florals & Ruffles

As Spring Break approaches, fun florals with neutral colors palettes are trending. These palettes are complete with the, re-emergence, of the ruffles for the ladies.

Swim



Stripes

Neutral Tone color palettes are seen in Q1 focusing on the different natural colors and nudes



Paisley Prints

As we, hopefully, near the end of the pandemic staying vacation ready is important. Paisley is IN and bohemian patterns will be prominent in Q1 and continue through 2021.

Embroidery



Combination

Combining embroidery with other decoration methods like print, transfers and custom unique fabric gives audiences better design depth.



Verbiage & Unusual Placement

Meaningful verbiage embroidery and its placement is prominent for Q1; with placements on neck collars, sleeves, and full backs.



Innovative Threads

Glow-in-the-dark, neons, and 3M reflective threads are emerging to add accents to blanks or simple designs.

Hats



Brimless Caps

With full customization featuring a range of fabrics and decorations removing the brim is trending for Q1



Reflective Hats

Reflective is a bold approach to showing off your brand! Normally used for transfers, reflective fabrics and hardware are great additions for day or nightwear and trending in headwear in Q1.

