

# in your face™ apparel

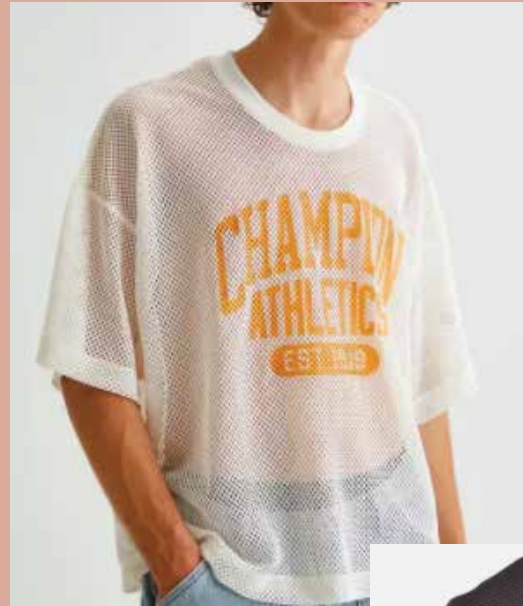
**Q3- TREND GUIDE 2021\***

# COLOR PALETTE





# WELCOME TO THE FANDOM



## SPIRIT JERSEYS

Picture this; it's 1996 and Michael Jordan and the Tune Squad are desperately trying to win their freedom from the Goon Squad and you are couch side representing your favorite player.

Q3 is all about repping your squad with nostalgic nods to the 80s and 90s.

## MESH JERSEYS

From lounge to streetwear, mesh jerseys are a great way to add a traditional athletic flare to any outfit. Pair these jerseys with sweatpants, oversized jackets, or denim. They are the most versatile piece of Q3.

## LADIES FITS

When Beyonce said, "now pass me my dress" this is exactly what she meant. Repping your squad isn't just about donning your favorite player's jersey and heading out anymore.

Q3 embraces more inclusive fan wear in different cuts and materials.



# BACK TO SCHOOL



## RUGBY

Cropped, oversized, or fitted, rugby tees are making bold statements as we prepare to head back to school.

Add a pocket for a dramatic flare and you'll find any excuse to show off your OOTD.



## DENIM

Q3 welcomes back an all-American favorite, the denim jacket. This classic is a staple for any closet. Add custom patches and allow this piece to speak for you.



## HENLEYS

Buttoned up or down, henleys are back and these aren't the henleys your dad wears. Henley details are being added to short and long sleeve tees, embracing various fabrics, and colorblocking. If you haven't experienced your defining henley moment expect it to happen during Q3.



# SWEATER WEATHER



## VARSETY

Brrr it's getting cold in here, there must be some knits with varsity accents in the atmosphere, or whatever they said in that one movie. Cardigans, vests, and crewnecks see the addition of bold varsity letter patches in Q3.



## OVERSIZED

Just as we are seeing with other items, sweaters are following the same oversized, cropped or oversized cropped trend. As temperatures go down, knits will become bold statement staples.



## HOLIDAY

As Q3 winds down and the world reopens we are ready to spend the holiday season with friends, family, coworkers, and strangers in our loudest holiday sweater. From knitted to sublimated cut and sew we expect to see multiple designs in everyone's closet this year.



# GRAPHIC TRENDS



MORE SUBTLE TIE DYES



STRIPES



PRINT COLORS



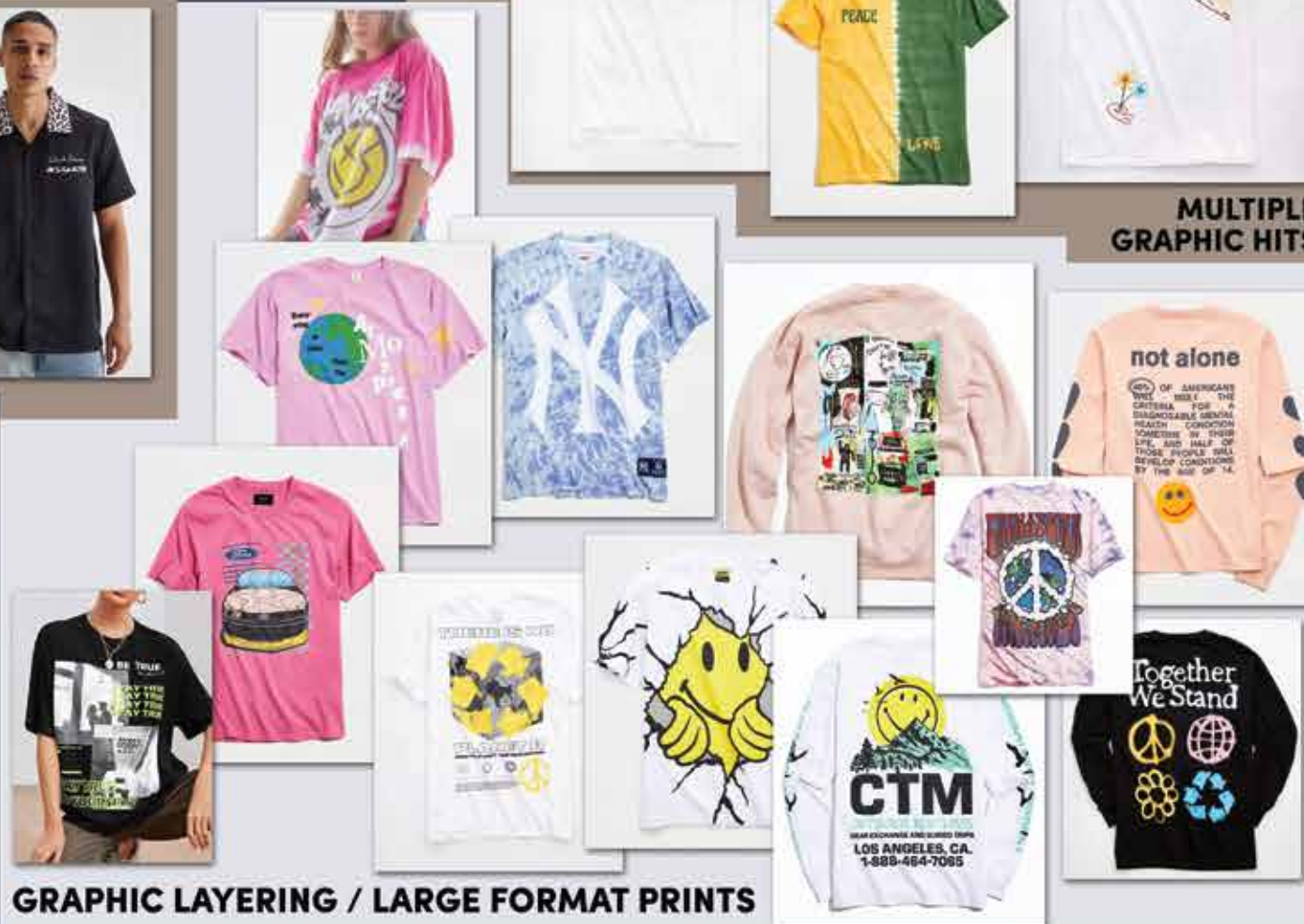
PATTERNED COLLARS



MULTIPLE GRAPHIC HITS



MULTIPLE PATTERN & COLLAGE TYPE PRINTS



GRAPHIC LAYERING / LARGE FORMAT PRINTS

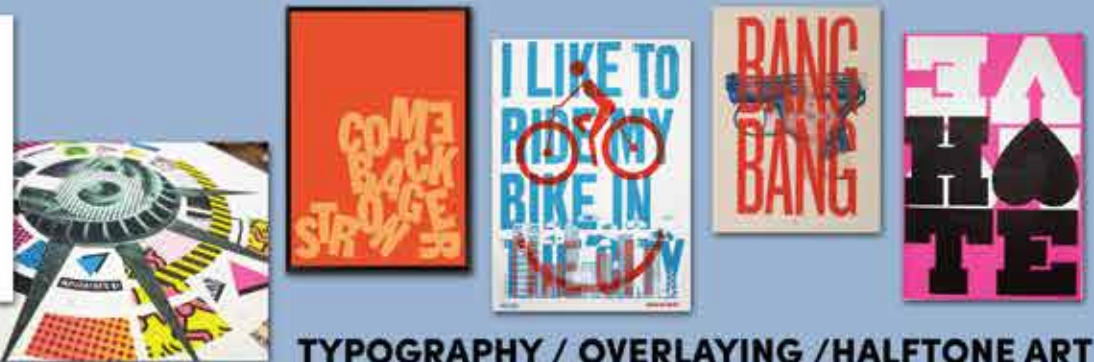


TINY / SMALLER REPEATS

## DUO TEES



PRINT EFFECT



TYPOGRAPHY / OVERLAYING / HALFTONE ART





# TOP IT OFF



## CORDUROY

The fabric of our youth is back and we are here for it! Corduroy has been slowly gaining attention over the last few quarters and continues to demand attention as it moves from accent piece to staple piece.

## RANCHER HAT

From brunch to vacation the rancher hat is Q3's must have piece. This piece does it all! Bad hair day? No problem! Forgot your sunblock? No problem! Need to dress up or down? The rancher hat has you covered.

## BEANIES

Perfect for Ski lodges, concerts, or reliving your high school emo days our favorite headwear piece is a favorite again. As Q3 closes wrap your head in warmth and stay on trend in the coldest weather.



# ADDED TOUCHES



## WOVEN LABELS

We love a well thought out piece and as brands vie for consumer attention we are looking at the details in Q3. Custom woven labels with logos, messages, and wash instructions placed in unique locations finish off any piece.

## ZIPPER

Zippers are getting more attention as brands look for different ways to stand out. Complete a piece with tonal, neon, or colorblock zippers. Updating the pull to feature a brand logo adds detail without taking any of the attention from the complete garment.

## NECK TAPING

Neck tape is a great added touch that allows for additional noticeable branding. Q3 features well thought out items that create an experience for the consumer. As the world returns to a new normal pay close attention to garment finishing.