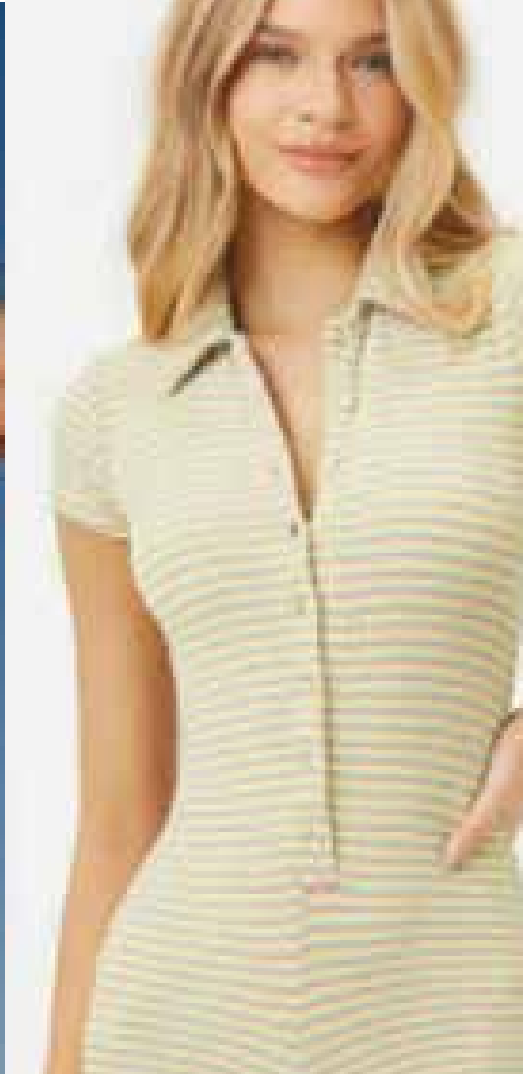


in your face™
apparel

Q4- Trend Guide 2021

Color Palette



PANTONE®
17-1221 TCX
Macchiato



PANTONE®
11-0202 TCX
Baby's Breath



PANTONE®
15-1243 TCX
Papaya



PANTONE®
19-4324 TCX
Legion Blue



PANTONE®
18-1629 TCX
Faded Rose



PANTONE®
Yellow 0131 C
F2F0A1

CAMP SHIRTS



TIE DYE

"It's like being on vacation all the time." From beach side emails to office parties add a little 60s with these tie dye camp shirts. As 2021 comes to a close the tie dye trend marches on. From cotton to polyester, button ups or button downs these camp shirts are a great twist on a classic.

CROPPED

From all over designs to bold and bright colors, we've got you covered or uncovered. The weather maybe cooling off, but the lengths aren't getting any longer. It's not just t-shirts benefiting from this crop trend.

SPLIT PRINTS

Just like that heirloom family quilt and inspired by A\$AP Rocky's Met Gala look these camp shirts are made with love and 100% polyester to keep the colors vibrant for the years to come.

RESORT WEAR



RASHGAURDS

From floating the river to riding a wave Q4 is all about planning that next vacation and skin protection. Colorblock, tie dye, cut outs.. you name we got it

COVERUPS

These aren't the coverups of your childhood. From beach to the office to a day on the town Q4 is all about piece versatility, layers, and keeping those carry-ons light.

BOARDSHORTS

The nostalgia nod continues with retro style boardshorts. Pull out those awkward family vacation photos for inspiration. The inseam, fabric, and design is all up to you.

GRAPHIC TRENDS



LOUD & ABSTRACT PATTERNS



FLORAL PATTERNS

SMALL & SUBTLE ALL OVER



RETRO GRAPHIC WORK



JUMBO SUBLIMATED GRAPHICS ON MESH



OVERSIZED TEES & JUMBO SCREENPRINTING

POLOS



LIGHTWEIGHT

Feel free to pop those collars. These lightweight polos are great for dressed up Zoom meetings. No one will know you are secretly wearing lounge attire.

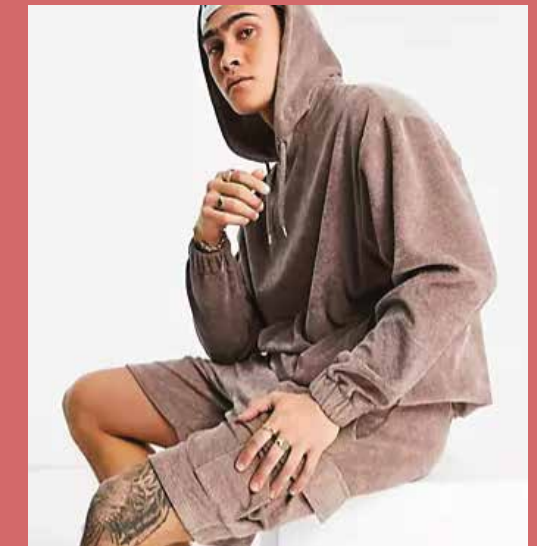
SPECIALTY FABRICS

Have to go in for a in a person meeting with actual people? Wow them with your excellent online shopping choices. Q4 is all about mixing medias and adding collars.

PERFORMANCE

Sports are back and the new year is approaching. You may not make it to the gym but no one has to know. From sublimation to cut and sew rep your brand or your team.

MATCHING SETS



Lightweight PJ

WFH maybe coming to an end, but just set those emails to spam and keep it comfy in these lightweight pajamas. We won't hold it against you. As previous quarters saw pajamas entered the chat and they are refusing to leave.

PATTERNS

Just like in previous quarters pattern sets continue to lead the way and monopolize the market.

TERRY CLOTH

From patterns, tie dye, to solid colors terry cloth is all the rage. Taking inspiration from street wear and the 90s terry cloth sets are the newest kid on the block.

ACCESSORIES

TOTES

Q4 is all about the "throw it in the bag" bag. From gym trips, beach vacations and grocery shopping bigger is better this season.



HATS

No OOTD is complete without out the proper accessories. From beanies to bucket hats Q4 is all about the top.



