



OCTOBER 23 WEBCAST

TURNING TRENDS INTO SALES



ATHLEISURE

evolves

Athleisure has evolved from a few collections of yoga pants and luxury joggers into a thriving multi-billion dollar industry. While urban-based female millennials are driving the trend, it doesn't stop there. Men and women of all ages and demographics are making athleisure their own.



Layering

Items that can transition through a busy day and from workout to wind-down are key. A blazer in office-friendly colors, made of sweatshirt fabric layered over a dress is now a reality.



+



= ATHLEISURE



GYM TO STREET



SLOPE TO CITY

Varsity

Today's varsity styles come with a twist. Essential details, like double striped on a sleeve, and classic styles like baseball shirts and ringer tees continue to support the trend. However, the colors and fabrics may surprise you. Mix these new pieces into upscale styles to create a modern varsity vibe.



RETRO
COOL



Racerback Tanks

Tank tops have become fashion statements with a huge emphasis on straps and how styles look from the front and from the back. Mesh pullover tops let you add a layer while still seeing those all-important strappy styles.



DM423



DT250



DT237



DT229



DM420

TRENDING
TANKS

Graphics Today

Brands today are looking to motivate with emotive slogans in minimalist designs. Thought is also being given to unexpected places for decoration. It's not just about logos on the left chest – look to place them along waistbands, along collars or even on the back strap of a tank top.



OYSHO.COM



VICTORIA'S SECRET SPORT



ORNAJANE.COM

SLOGAN GRAPHICS



REEBOK



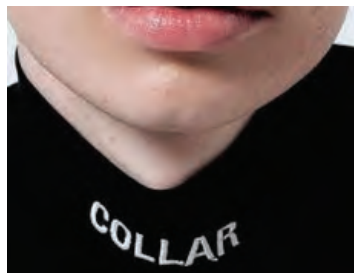
H&M SPORT



ART DISCO



URADA HAWAII



FU@!#*NG YOUNG!



BOOHOO

UNEXPECTED PLACEMENTS



K574



OG202

TRANSITIONAL Textiles

Fashion and function integrate with textures and performance fabrics to bring weather protection to everyday styles.

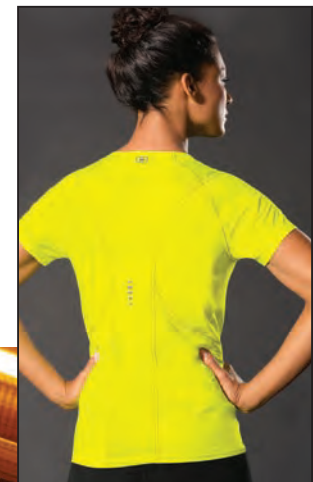
OFFICE TO SLOPES



HYBRID
HARD
(SOFT)
SHELL



OMBRE



TEXTURE



BLOCKS
OF COLOR



LIGHT THE NIGHT

3-in-1 Jackets

Versatile outerwear systems, like 3-in-1 jackets, are more important than they have ever been. A seam-sealed, waterproof jacket in an office-friendly color lets you move smoothly from the great outdoors to a meeting at the office. Also, the trend-right inner jacket can make a strong statement as a key item in its own right.

OFFICE TO SLOPES



J332



L332



J310



J302



Multi-Function Fabrics

Today's cutting-edge materials do more than simply look great. They prove their worth by combining performance and technical features, like shedding water and resisting odor, with comfort and style.

SOLID COLORWAYS



ST291

DOUBLE-DUTY
MID-LAYERS



K570



S650



L650



ST860

Colorful Essentials

From new ways of colorblocking and balancing bright, bold colors between bottoms and tops, to the blended beauty of ombrés, color is running the style spectrum from the gym to the office.

BLOCKS OF COLOR



746101



J333



PC147

OMBRE



DM4310

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