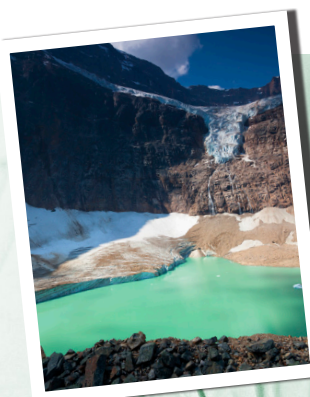


everyday wonder

Find **COMFORT** and **BEAUTY** in the familiar—our favorite white t-shirt, polo, hoodie, sweatshirt or denim jacket **SIMPLY STYLED** with a **CLASSIC FLAIR**.



DENIM

LIGHT HEATHER GREY

GLACIER

AMBER



COLOR USAGE

Blues are reflected in denim's increased popularity as we look at the many ways to showcase it: distressed looks and color play from pure indigo to splattered bleach effects.

Some of the most important shades this year come from the many colors we see in water – in particular, accents of the color **Glacier**.

Heritage colors like **heather grey**, **military greens** and the **soft amber** of a much loved duck cloth jacket are a quiet but impactful statement pushed forward by the workwear-as-fashion trend and our love of lived-in, classic favorites.



ON TREND

A **classic white tee** is essential to the trend, often given a retro vibe by rolling up the sleeves. Wear it simply with other iconic pieces like a **watch cap** and a **denim or workwear jacket** to capture the non-branded, I-reject-fashion look that's so now.



Trucker caps are the perfect vehicle for simple message graphics or to showcase trendy tropical and camo patterns. It's **simplicity at its finest** – a functional and fashionable must-have.

Hoodies and crew neck sweatshirts are beloved items from our past that bring us back to basics and add another layer of comfort to this hot trend.

DENIM

WHITE
TEE

HOODIE

TRUCKER
CAP

DT624

DT262/DT6001

J7620/L7620

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MATERIALS

Sweatshirt fabric: Right now any type of heather is a big win in the world of style and grey heather is king. Plus, sweatshirt fabric just feels right as we seek out items that are familiar, soft and comfortable.

Denim: Part of the renewed interest in denim is because it has been touched by technology, sometimes including extreme stretch or water repellency. But for the most part, there are just a lot of new ways that the denim color is being manipulated for fresh effects. From solid blue colors to highly bleach splattered looks, everything denim is in.



GREY HEATHER
SWEATSHIRT



PC90H

DETAILS

Make the trends your own by putting your own twist on it! Do you like a classic tee or do you like a ringer tee? Denim jackets are now high fashion. Make it your own and add some retro badges and pins. Grab an old-school **bandana** and bring an **everyday item** to new heights of fashion.

The new trend in brands is to show **no brand**. Keep people guessing and keep it simple. That's the new cool.



BANDANA

C842

RINGER



PC61R

DENIM JACKET



J7620/L7620

