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## 2018 SPRING TRENDS

# #SQUADGoals

Consumers today have shifted their priority from purchasing things to creating experiences and developing connections with their “squads.” Equally important to the #squadtime are the bragging rights earned by posting pics on social media of their squads in matching swag.





# Bride SQUAD

More than half of Millennials now travel for destination pre-wedding parties, making the *fling-before-the-ring* trip an **IMPORTANT RITE OF PASSAGE**.

- Today's wedding parties are willing to pay for elevated #squadgear.
- Travel-friendly swag is expected at destination events.







# CAUSE SQUAD

Community outreach projects have become important **SOCIAL EVENTS** for many squads, with animal adoption as a favorite.

- Squads proudly post pics in their personalized gear on their social networks.
- Graphics are key when making memories with your squad.

CLASSIC  
FOOTBALL  
AND  
BASEBALL  
JERSEY  
STYLES

COTTON  
COMFORT

ICONIC  
MUSCLE  
TEES

ST362 SPORT-TEK® HEATHER-ON- HEATHER  
CONTENDER™ TEES

DT6300 DISTRICT™ VIT MUSCLE TANK

DT365A DISTRICT MADE™ MENS COSMIC TEE

DT376 DISTRICT® GAME TEE

NE204 NEW ERA® SNAPBACK  
CONTRAST FRONT MESH CAP





# CAMP SQUAD

The **U.S. OUTDOOR RECREATION ECONOMY** is at an all-time high as people seek *relief from digital fatigue*.

- Kidult camps offer fun for nostalgic adults wanting to unplug.
- Cherished vintage styles and products are trending.

NE403 NEW ERA® ORIGINAL FIT  
SNAPBACK TRUCKER CAP



BG527 PORT AUTHORITY®  
LARGE TOTE COOLER

RINGER  
TEE  
REFRESH



AA5104 ALTERNATIVE TEAM  
PLAYER VINTAGE 50/50 TEE



AA6043 ALTERNATIVE REBEL  
BLENDED JERSEY TANK



'70S-ERA  
GRAPHICS

AA5103 ALTERNATIVE KEEPER  
VINTAGE 50/50 RINGER TEE

VINTAGE  
VARSITY



NE121 NEW ERA SUEDED COTTON  
3/4-SLEEVE BASEBALL RAGLAN TEE