



FALL 2019  
TREND GUIDE

**IR** RIGHTEOUS  
UNIFORMS. GEAR. SWAG.

A man and a woman are sitting on metal bleachers outdoors. The man is on the left, wearing a blue t-shirt and grey shorts. The woman is on the right, wearing a bright yellow-green t-shirt and patterned shorts. Both t-shirts have the word 'RUNWYLO' printed on the chest. They are both looking off to the side. The background shows a white metal railing and some greenery.

# PERFORMANCE FABRICS THAT PERFORM

Whether you work in the heat or in an office, moisture wicking fabrics offer breathability, cooling, and drying properties. Wicking apparel works by drawing moisture away from the skin to keep the wearer dry and comfortable. Performance fabric is available in a wide variety of garment styles from athleisure to office and uniform wear to offer a polished look no matter the activity. Even basic t-shirts are now available with performance properties to keep your frontline cool and fresh on a budget.



# TRI-BLEND SHIRTS FOR THE WIN

Cotton + Polyester + Rayon = 100% awesome.

Comfort is exactly what tri-blend t-shirts offer. The cotton fabrication in the tee offers breathability and incredible softness that people love, the polyester gives you ultimate durability, and the rayon offers ideal fabric flexibility that lends itself to the perfect fit that we're all looking for. Tri-blend fibers are spun together and provide a stylish heathered appearance. With tri-blend apparel, you can expect a fashionable look, both classic and trendy colors, with extreme comfort.



# GOING GREEN IN THE EASIEST WAY

Today, more and more garments are made from sustainable crops and recycled materials. The price continues to come down with wider adoption. Make a small change for the environment and show your workforce that they can be proud to wear your brand. Socially and environmentally responsible brands get a leg up in the marketplace, especially with your younger workers. Organic cotton, recycled soda bottles turned into poly, and bamboo and tree fibers that create soft and breathable fabrics are all on the rise. Want to start small? Use caps or aprons that contain these materials.



# MIX-AND-MATCH OPTIONS

To stand out from the competition, modern employers are offering variety in their uniform programs. Providing an array of options demonstrates diversity as well as unity. Mix it up with different colors, different styles of garments, and different brand decoration options. Employees favor uniforms that don't necessarily match. The trend is for a well-coordinated range of options that all play well together. Production on-demand allows for greater choice and the opportunity for personalizing the look of the uniform.

# KEEP IT SIMPLE

*If you  
never try  
you'll  
never know*

Text is king. Messaging is paramount when the graphics are simpler or when there is concise text. Think simple phrases and ideas, rather than full-blown designs. A simple Sans Serif font with a pithy phrase will do more for you than you might imagine.

A man and a woman are standing side-by-side against a plain, light-colored background. The man on the left is wearing a grey zip-up hoodie and blue jeans. The woman on the right is wearing a dark grey zip-up hoodie and blue jeans. Both hoodies feature a circular logo on the chest with the text 'CALLI HONEY' and a soccer ball icon. The text 'TRENDY NEUTRALS' is overlaid in large, white, italicized capital letters across the middle of the image.

# TRENDY NEUTRALS

The current color trend is more about nuanced neutrals and different shades of greens, beiges, greys, mauves, and more that use earthy tones. Blacks, browns, whites, and dark blues are still around, but clever color mixologists are using new color combinations that before wouldn't have been called a neutral. The idea here is that there is a lot of unexplored territory in the neutral color regions. For Millennials these neutrals are providing exciting new ways to wear subtle colors.



# ACCESSORIZE FOR THE COMPLETE LOOK

It's the little things that count. A great uniform program becomes stellar when you add in the accessories. Offer headwear choices like trucker, dad cap, 5 panel, and flat bills. Include a bag or small backpack to hold the gear like a classic swag bag. And if you have employees with long hair, provide some flexible options like a buff or bandanna that can be worn in multiple ways. Want a fun element? Add in crazy socks that peek out from under classic pant legs to surprise and delight. Even stoic brands can lean into humor and irreverence.





# BONUS TREND

Have you noticed how many young men are now sporting light pinks, purples, and yellows? Among Gen Z, the pastel palette is hot. Color bounds have stretched, and people want variety in their wardrobes. Mix it up and try something new and unexpected.