



FASHION FORECAST: FALL TRENDS TO WATCH IN 2018

Fashion moves fast. It seems like summer just ended and autumn is already upon us. That means more than just the arrival of pumpkin-spice lattes – it means there's a whole new set of trends to make your promos as of-the-moment as possible.

We're making it easy for you to be a fall fashion expert by sharing the latest looks straight from the runway. Incorporate these patterns and prints from fashion shows in New York, London, Milan and Paris to impress your clients with your style savviness and make fashion-minded consumers fall in love with your products.

CLASSIC STRIPES

If you're looking ahead for what's in for fall, take a look at traditional tailored styles from the past. Refined stripes and classic cross-hatching has returned to the runways of **Prada, Calvin Klein** and **Stella McCartney**, and are a sure bet for the fall fashion season. This style can be effortlessly incorporated into promo socks, as they're a classic accessory and great for layering.

Fall Fashion Tip: This time-honored style will appeal to end-users of all ages, whether your clients want to tap into the trendy millennial market or an older crowd craving classic looks they can count on.

Patterns to Pitch:

- Gingham
- Herringbone
- Glen plaid
- Houndstooth

Sell This Style to:

- Tech companies
- Fraternities and sororities
- Bars and breweries
- Corporate gifts



No Sweat Style Suggestion:

The Dress/Trouser Sock With All-Over Knit-In Logo (4-720D)

This refined retro pattern is an ideal match for dressy styles like these trouser socks. Knit in a gingham or plaid pattern for an effortlessly dapper look.



AMERICANA



Patterns to Pitch:

- Western
- Patchwork
- Quilting
- Tribal print

Sell This Style to:

- U.S.-based nonprofits
- Local community groups
- Food and dining
- Local businesses

This next fall trend hails right from home – classic American prints and patterns are having a resurgence in popularity with designers like **Chloe, Chanel** and **Christian Dior**. These old-timey trends are terrific for clients boasting items made in the USA: Suggest they get down to their roots and give homegrown get-up a try.

Fall Fashion Tip: Comfy and cozy patterns like quilted patchwork are excellent for the colder months, making them a prime pick for apparel and accessories, such as socks.

No Sweat Style Suggestion:

The Athletic Crew Sock With DTG Printing (S54DTG)

Get the look and feel of classic American quilting without spending time stitching with DTG printing. Plus, printing this pattern on socks offers a more subtle style for the trend-timid.

FLORALS



We've got good news if your clients have been capitalizing on floral fever this summer: This fun and feminine pattern is still a top trend for fall, having been seen in collections from **Gucci**, **Dolce & Gabbana** and **Valentino**. But they're not just for girls: Florals make a great accent pattern for men's accessories, such as a pair of dress socks.

Fall Fashion Tip: Suggest your clients autumn-ify their florals with a warmer color pallet to transition them into the next season. A pair of floral socks are ideal for tucking into end-users' favorite pair of fall boots.

Patterns to Pitch:

- Hand-painted styles
- Appliqué florals
- Warm colors

Sell This Style to:

- Health and beauty companies
- Fashion brands
- Eco-friendly companies
- Environmental groups

No Sweat Style Suggestion:

The Flat-Knit Dress Sock With DTG Printing (47DLDTG)

Dress socks are a perfect fit for feminine florals, and DTG printing allows for even the most intricate patterns to bloom.

'80s



The '80s are back, baby! These flashback favorites have made their way into the mainstream again, as seen in collections by **Marc Jacobs**, **Givenchy** and **Miu Miu**. These throwback styles are great for capturing a young, trend-seeking audience, or securing an older audience with a shot of nostalgia.

Fall Fashion Tip: Suggest clients cash in on this trend with bright neon colors, or high socks reminiscent of '80s leg warmers – just the thing for pulling over a pair of skinny jeans or leggings.



Jazz It Up!

Don't forget about leg warmers, headbands and wristbands to complete your '80s aerobics look.

(Jane Fonda workout videos not included.)

No Sweat Style Suggestion:

Full Cushion Tube Sock in Color With Knit-In Logo (4-350C)

Moisture-Wicking Team Crew Sock (S523)

High-Performance Moisture-Wicking Quarter Sock in Colors (S006C)

These classic athletic styles are available in a variety of vibrant shades, including neons, to give your promotional socks a little '80s flair.

Patterns to Pitch:

- Neons
- Multiple colors
- High socks

Sell This Style to:

- Gym and fitness studios
- Music and entertainment
- High schools and colleges
- Charity runs and fundraisers

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