

Forecasting

After 33 years in the custom athletics apparel industry – changing our designs along with the times – we’ve picked up a lot of experience interpreting the needs of our athlete clients. We’ve seen styles cycle and be reinvented decade after decade. Knowing this, we’re always open-minded about what’s coming next.

We’ve scoured the design world for upcoming trends, researched current preferences, observed what’s changing and found common themes across athletics segments and activewear forecasts. We’ve compiled this research with survey data and existing market knowledge to bring you this Team Fashion Trend report.

Trends speak to an overall aesthetic but also show up in the small details of an outfit. The great thing about most trends is that you can use them in different ways to make them your own. In the following pages we hope that you’ll find inspiration for how to incorporate some of the current and upcoming trends into your practicewear, warm ups and uniform choices.



Practice wear and Warm ups



New prints are great to make a practice wear set stand out. Tropical flower and palm leaf prints are a fun new idea to incorporate. Or try a rhythmic, cut-up geometric look in bright colors. If you prefer to keep it more subtle, try these print trends in monochromatic versions or on accessories only. For a cleaner look; skip prints altogether and choose a "sun-bleached" or pastel colored solid.

Look to relaxed fits, gathered fabric and details in coarse materials for warm ups, cover-ups, and accessories. These can still incorporate prints and bright colors but also work great in deeper shades and muted natural tones.

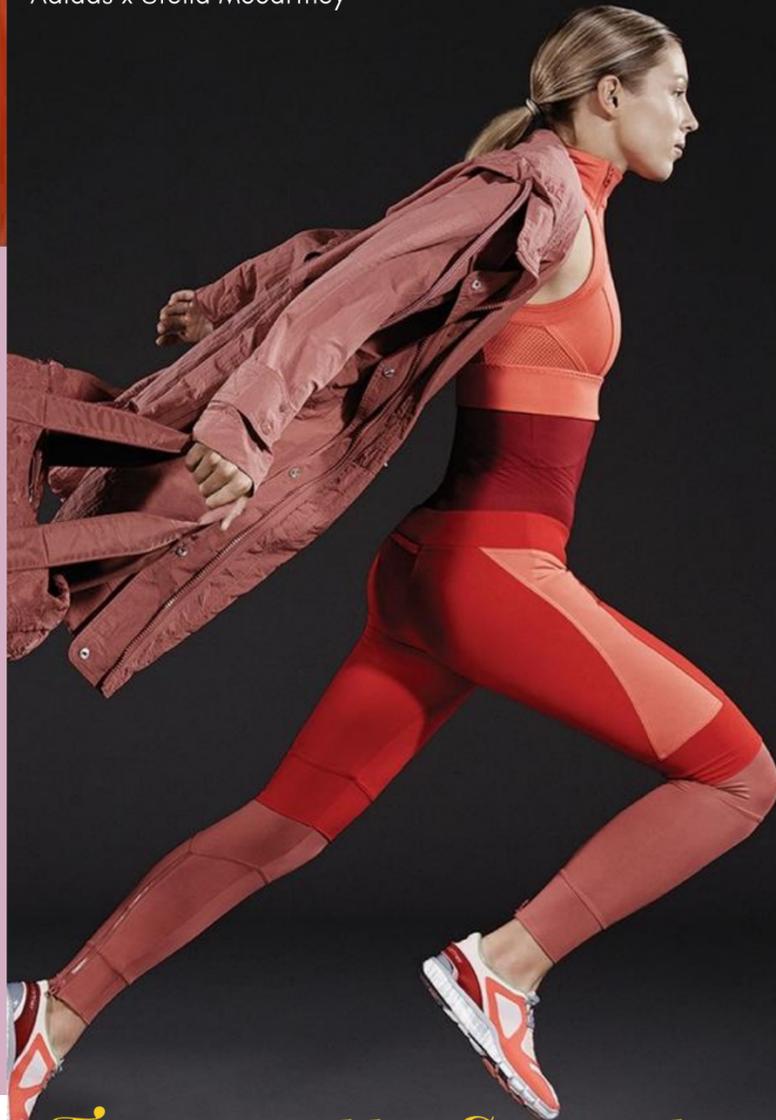
Whatever you choose remember you can **absolutely** stay on brand while playing with trends and different colors within your practice wear and warm up outfits. Bending the color "rules" of your brand on occasion will bring character, youth, and energy to the overall feel. The following pages outline forecasted trends and how you might use them. Talk to your supplier about your ideas.

Activewear Color Trends 2021

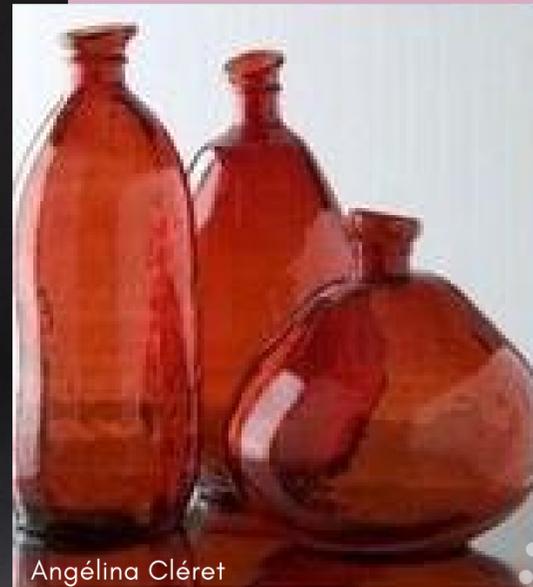
Have fun with color trends in your practice wear and warm up choices.

Mix it up by using your club logo in a totally off-brand color from time to time for a fresh look.

Adidas x Stella McCartney



Terracotta Sunset



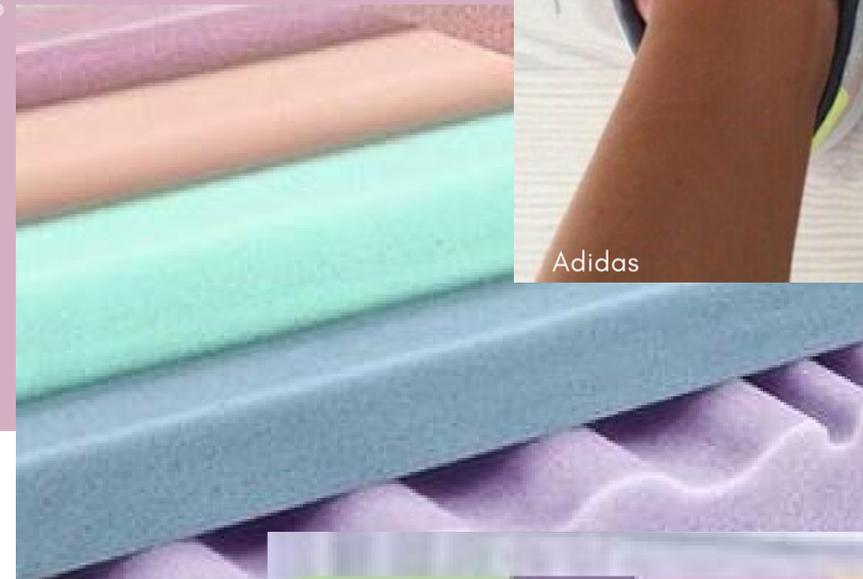
Angéline Cléret



Adidas



Georges Hobeika



Angéline Cléret

Mint & Citrus Pastels



PRINT TREND

Tropical Flora



MuralsWallpaper



Dolce & Gabbana

Ask your supplier to design a practice set with vibrant palm leaves bordered with black stripes, or bright dots.

Or have them use a subtle monochromatic palm leaf pattern as a base design on a warm-up jacket or legging.



PRINT TREND

Monochrome Tie Dye

TM Isola Marras

Shibori



Alberta Ferretti



Stella McCartney

Marble Dye



Tie Dye is a great DIY project. Maybe even upcycle something from last year.

Start with a white cotton blend hoody or tee. Then try the RIT liquid dye squirt bottle technique.

Start here:

ritdye.com/techniques/tie-dye/

Or try the reverse by starting with a colored sweatshirt and "tie dye" with bleach. Be careful to have good ventilation and protect your skin and eyes when working with bleach.

PRINT TREND

Collage Geometries



Ask your supplier to use your club logo to create a repeating pattern, then break the pattern apart with borders and cut-like lines, maybe changing the sizes, colors or directions of the different sections.

MATERIALS TREND

TOUGH AND TEXTURED

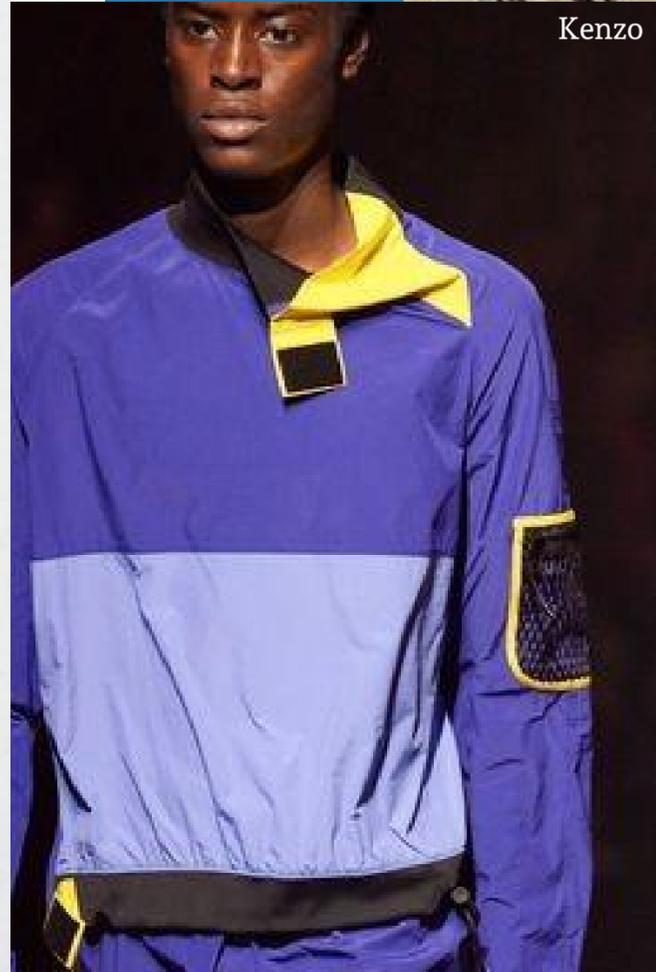


To incorporate this trend look for jackets or cover up items with coarse mesh sections.

Or look for jackets or bags with twill, canvas, or other similar textured material details.

STYLING TREND

Brights Head to Toe



Use this type of styling for activewear, warm ups, accessories. Use a print theme or stick to solid color blocking. If your supplier can sublimate prints, they can sublimate solids!

STYLING TREND

RELAXED FIT



Pullovers, hoods, drawcords, cuffed pants, gathered sleeves, generous fit.



Competition Fashion



Five Star Athletics

Cheer uniforms, dance costumes, synchro swim, and gymnastics outfits need to perform as technical athletic clothing and as polished, eye-catching, performance outfits. Performance athletics garments have come a long way over the last half-century with many advancements in technical fabrics. Now with tech-fashion hybrid fabrics there are countless options. Just like other clothing, competition fashion trends can inspire details on a clean and classic look or be used to build full-on, statement-making designs.

The following pages are meant to inspire your imagination when you start the process of picking or designing your next competition outfit. Try ruffles or delicate, doll-inspired trims like scalloped edging and eyelet lace. Use a wide empire waistband with ornate embellishments. Ask your supplier if they have any holographic or iridescent material options. These trend concepts can be interpreted for your particular needs. Work with your supplier to figure out what works best for you.

Pearl Iridescence

Dreamy but flashy. Ask your uniform designer about iridescent or holographic options. Keep it subtle as a trim or go all out and use it as a main design fabric. When using in quantity, use other colors sparingly and be sure to use metallic gold, or darker neutrals to ground the look.



Art by 83 Oranges

Trend Senses

Image by Nori Inoguchi

Livingly.com

Greek Goddess

Zuhair Murad



Christian Dior

Hairbands & headpieces, wide bandeau waists, metallic-adorned wrists or biceps, ornate repeating pattern bands, gleaming leafy foil appliqués.

Get rhinestone or applied foil pattern ideas from greek mythological art and decor.



Angelina Cleret



Vogue Russia

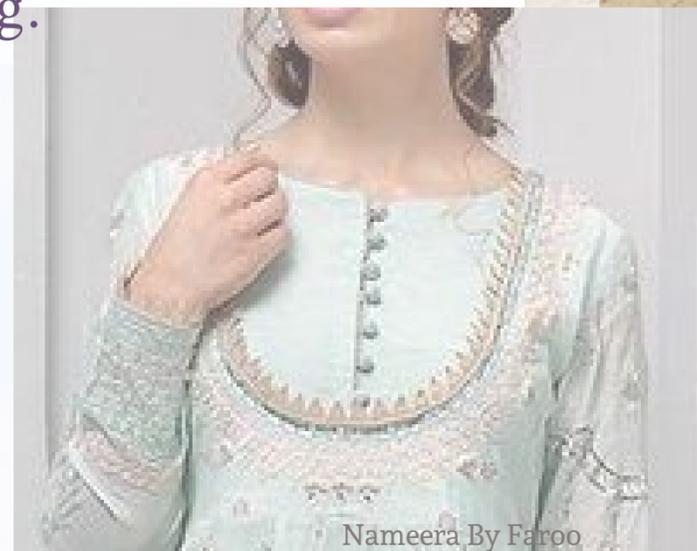
Media Storehouse

Powerful - Precious

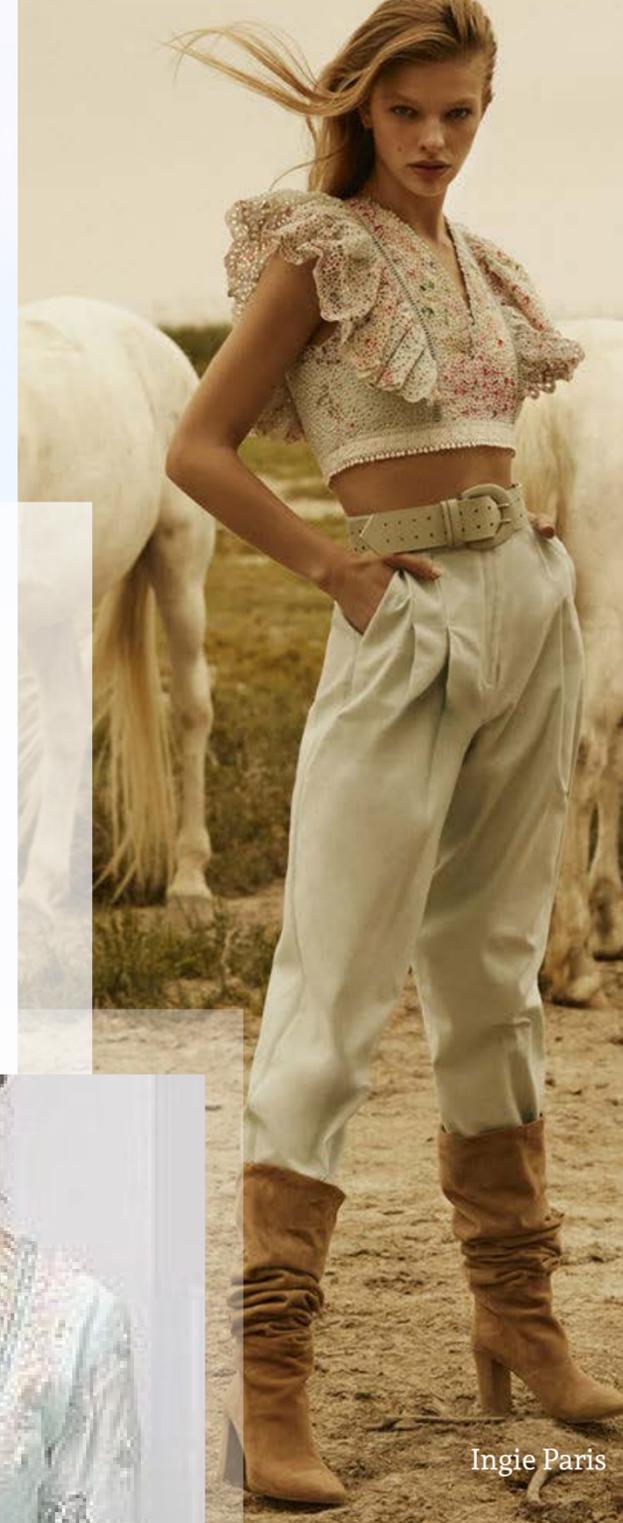


Ultra sweet, doll-like details done in ways that accentuate strength through highlight and contrast.

Try ruffles that accent the shoulders and back, doll-like necklines and yokes, delicate embroidery-like detailing, scalloped or lace edging.



Nameera By Faroo



Ingie Paris



Moda Operandi

Split Shine



Plastic coated, candy-like elements combined with matte or worn-looking surfaces.

Try asking for a subtle distressed or crackle print as a base or just a soft ombré blend.

Then add colorful, coated studs for embellishments to get a candy-coated look.

Competition fashion & Sustainability



Covid- 19 has impacted every corner of the earth and has forced many to re-evaluate how they do things, us included. We've learned a lot about what's really important to us and maybe even how to get by with less.

In the upcoming seasons some teams may find it useful to consider easily interchangeable pieces in order to get more mileage out of a uniform or costume cycle.

You may be able to manage some basic alterations to existing outfits but still achieve a new look by pairing with new accessories and pieces. Your supplier may be able to give you suggestions. Everyone should be able to look great and compete proudly at any budget.

You Got This

Confidence, practice and hard work will be the cornerstone that brings your style to life. Work hard, support each other and be fearless!





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