



Apparel Trends 2022

Branded apparel is an effective way to connect with clients and employees while strengthening your brand identity. And it's a perfect choice whether fundraising for a cause, recognizing outstanding staff, or promoting your clients' next event. As apparel fashion changes each year, how is your organization standing out? Let's dive into the top 10 apparel trends of 2022!

Retro

TREND # 1



When you look around today and see many teens wearing “trendy new clothes,” you may think to yourself, don’t I have that in the back of my closet somewhere? Truth is, we are seeing a **blast from the past as the latest apparel trend** is going back to retro styles.

Looks from the '70s, '80s, '90s and early '00s (also known as Y2K fashion) are making a **huge comeback**. Bring on the sweater vests, overalls, and bell-bottom jeans!



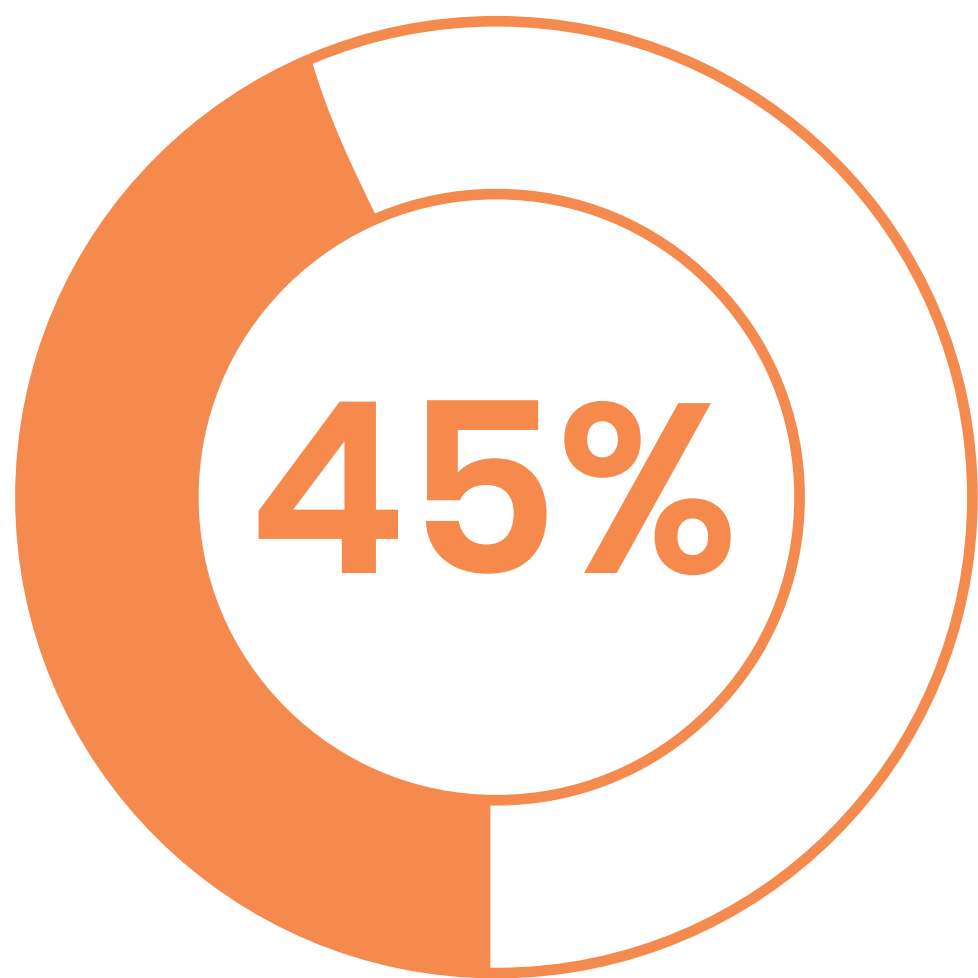
Fashion tends to have a **30-year cycle.**

Source: Today.com

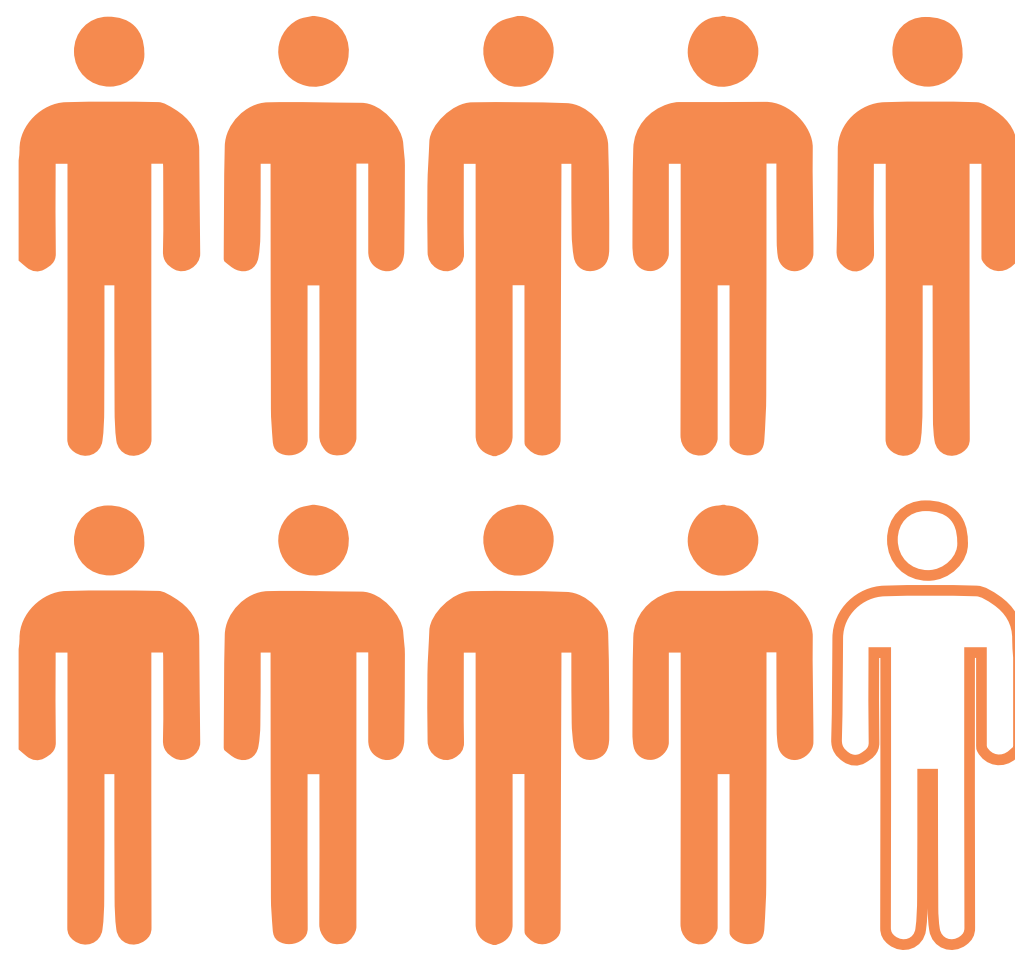
As a result, we see a hodgepodge of trends from the decades resulting in a new form of retro fashion.

Loungewear

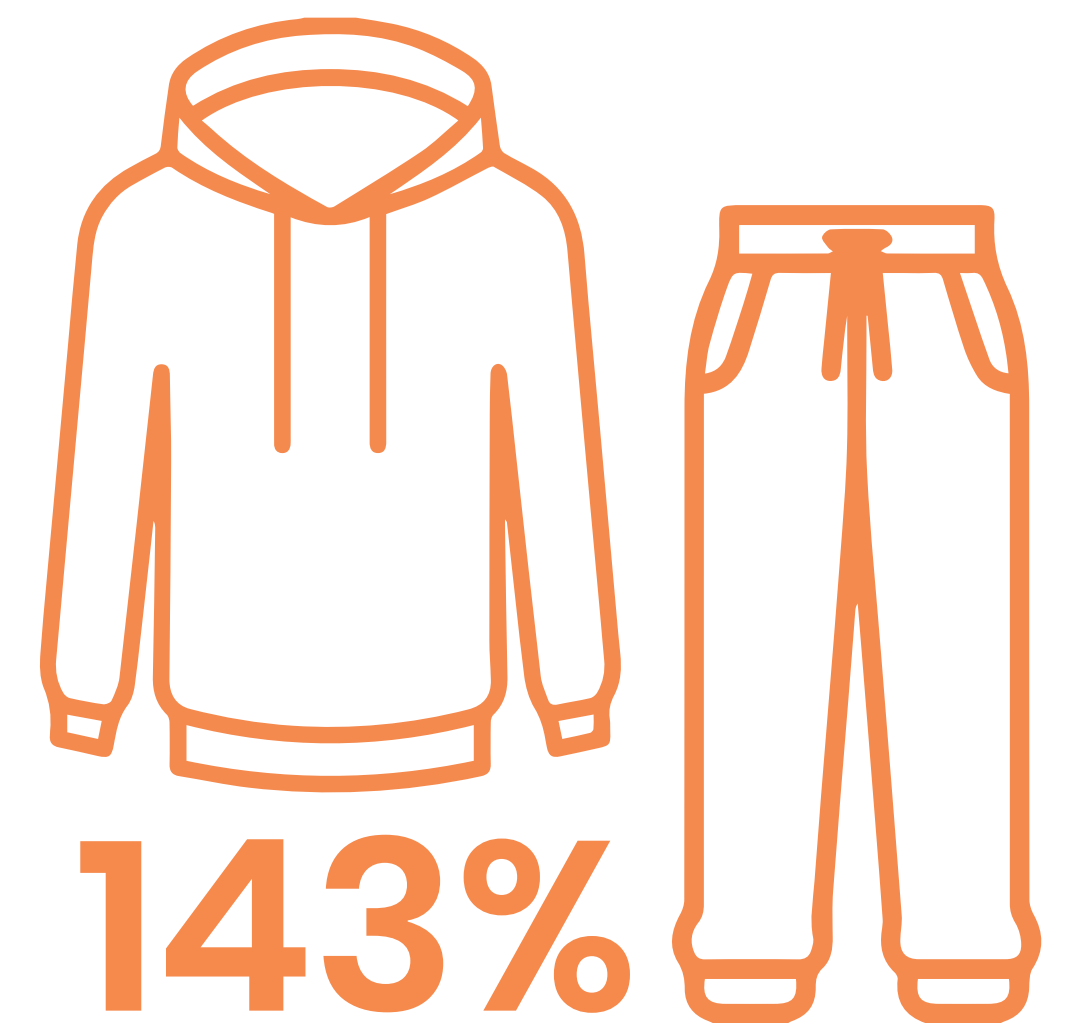
TREND # 2



45% of full-time employees worked partly or fully remotely in September of 2021



9 out of 10 remote workers want to maintain remote work to some degree



There has been a **143% increase** in pajama/loungewear sales due to an influx of work from home employees

Loungewear has become increasingly popular during the COVID-19 pandemic. Many work from home employees opt for comfortable clothing during the day.

Loungewear can be classified as anything that feels comfortable that you can lay around the house in. It's the clothing you put on when you get home from a long day to relax and unwind.

- 1 Tank and Shorts
- 2 Sweats
- 3 Tracksuits
- 4 Leggings or cozy pants
- 5 Slippers, casual loafers, boat shoes, and socks



Fast Fashion vs. Sustainable Fashion

While **fast fashion** describes clothing that is cheaply made and intended for short-term use, **sustainable** (or “ethical”) fashion is the opposite and is sometimes even referred to as **slow fashion**.

Source: Good Housekeeping

People are now invested in sustainability due to several reasons:

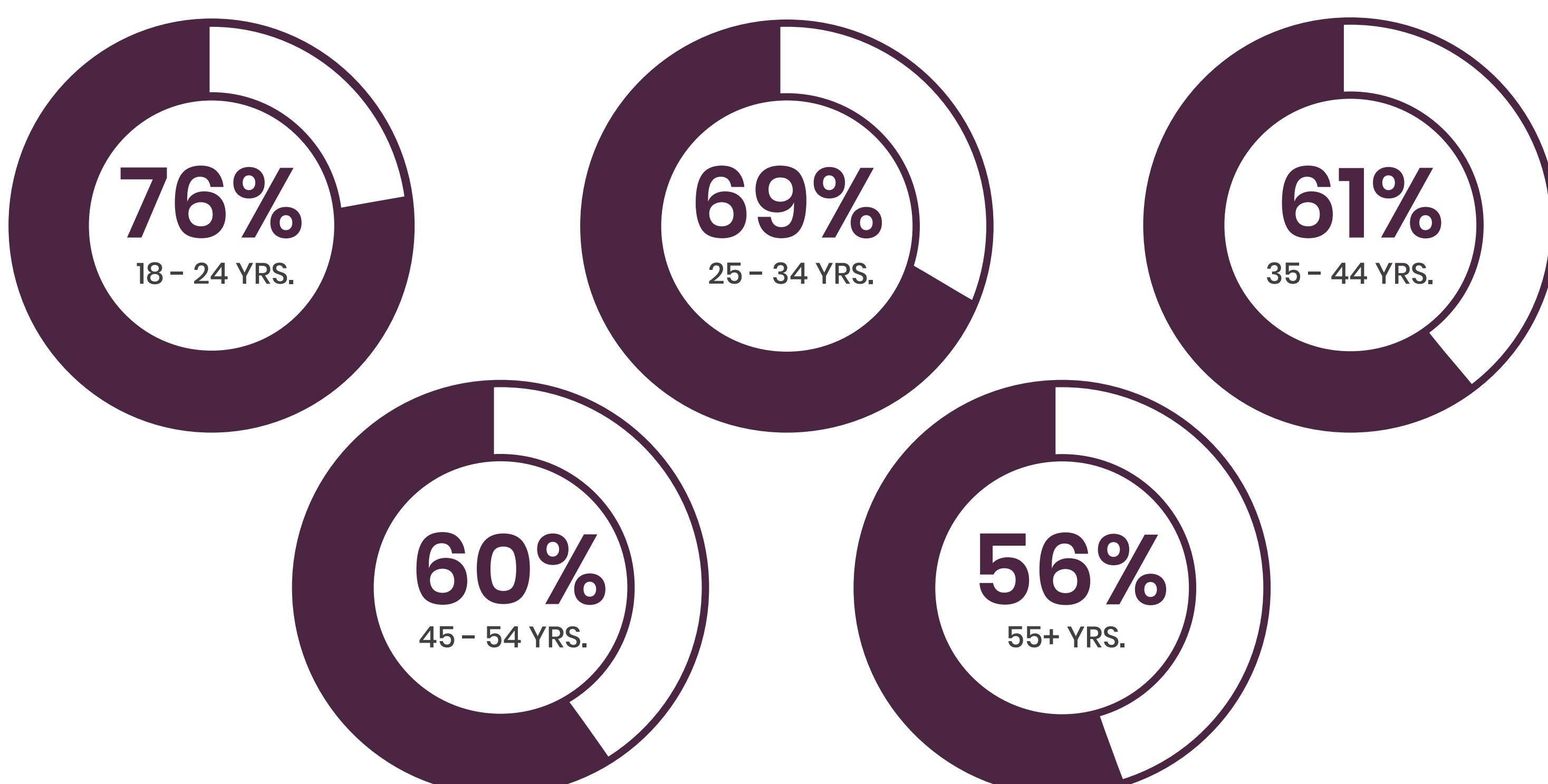
- To Help the Environment
- Long-Lasting Clothing
- Consuming Less and Consuming Better

In a McKinsey US Cohort survey conducted in 2019, around **66%** of respondents said that they consider sustainability when purchasing a luxury product.

Source: Globe Newswire



Which Age Ranges Support Sustainable Fashion?



Unisex Clothing

TREND # 4

What is unisex clothing?

- Quite simply, unisex clothes are garments that are designed without a specific gender in mind. *Source: Fashion Beans*
- It offers options for everyone
- It supports slow fashion or sustainable fashion
- It allows a comfortable fit to all sizes

Throughout time, society has dictated that men should dress in one way and women in another – it often starts in school, trousers and blue are for boys, skirts and pink for girls – **but unisex fashion does away with all this.**



Add in the Basics

TREND # 5



Clients are wearing more **basics to mix and match** their daily clothing. This is a great opportunity for adding branding options.

A huge theme in the apparel industry is adding more basics to your wardrobe. Here are a few basics that everyone should have in their closet.

For Women:

- The Striped Sweater
- The Button-Up
- The Camel Trench Coat
- The Sleek Loafers
- The Classic Jeans
- The Little Black Dress
- The Everyday Sunglasses
- The Wrap Skirt

Source: StitchFix

When you add promo products to your library, add in some **essentials** that everyone may need.

That way, they can add it to their wardrobe and mix it up with all their fashion attire!

For Men:

- Two jackets (1 dressy, 1 casual)
- Eight tops (a mixture of t-shirts, polos, button-ups and/or henleys)
- Two pants (1 casual, 1 dressier)
- Two pairs of shoes (1 casual, 1 dressier)
- Eight pairs of underwear
- Eight pairs of socks

Source: The Essential Man



Hats have always been an excellent accessory to any outfit. Any type of hat can be a wonderful way to showcase a brand.



The Bucket Hat

The bucket hat has been around for ages, but since retro is coming back, bucket hats are now all the rage.



The Classic Beanie

The classic beanie is traditionally worn during the fall and winter months. We are seeing a trend where beanies are worn year-round.



The Baseball Cap

The baseball cap, known as America's national hat, was made popular by baseball teams dating back to **1876**. In the **1960's** agriculture companies showed interest in the ballcap's potential for advertising. Thus, the fun, trendy promotional product was born.

Source: Vogue

Socks

TREND # 7

Colorful long socks are a new form of self-expression, which is a perfect branding opportunity.

Whether you are working from home or in the office, **colorful long socks are the new craze.**

You can dress them up or dress them down; colorful long socks are a way to show off some personality. And showcase a brand or two!



Academia Style

TREND # 8



What is an Academia Style?

An academia style is associated with a clean, fresh academic look that will impress.

This includes a crisp and clean style with a twist of casual and sophisticated pieces.

An Academia Style Can Include:

- Sweater Vests
- Sports Coats
- Blazers
- Slacks
- Skirts
- Polos
- Button Downs



Monochrome Style

TREND # 9



What is a Monochrome Style?

Monochrome styles consist of outfits with all matching colors. This can include blue sweatshirt and blue sweatpants or a tan shirt and tan pants.

These items are perfect branding opportunities. **Add your logo** for a great customer appreciation or employee recognition gift!

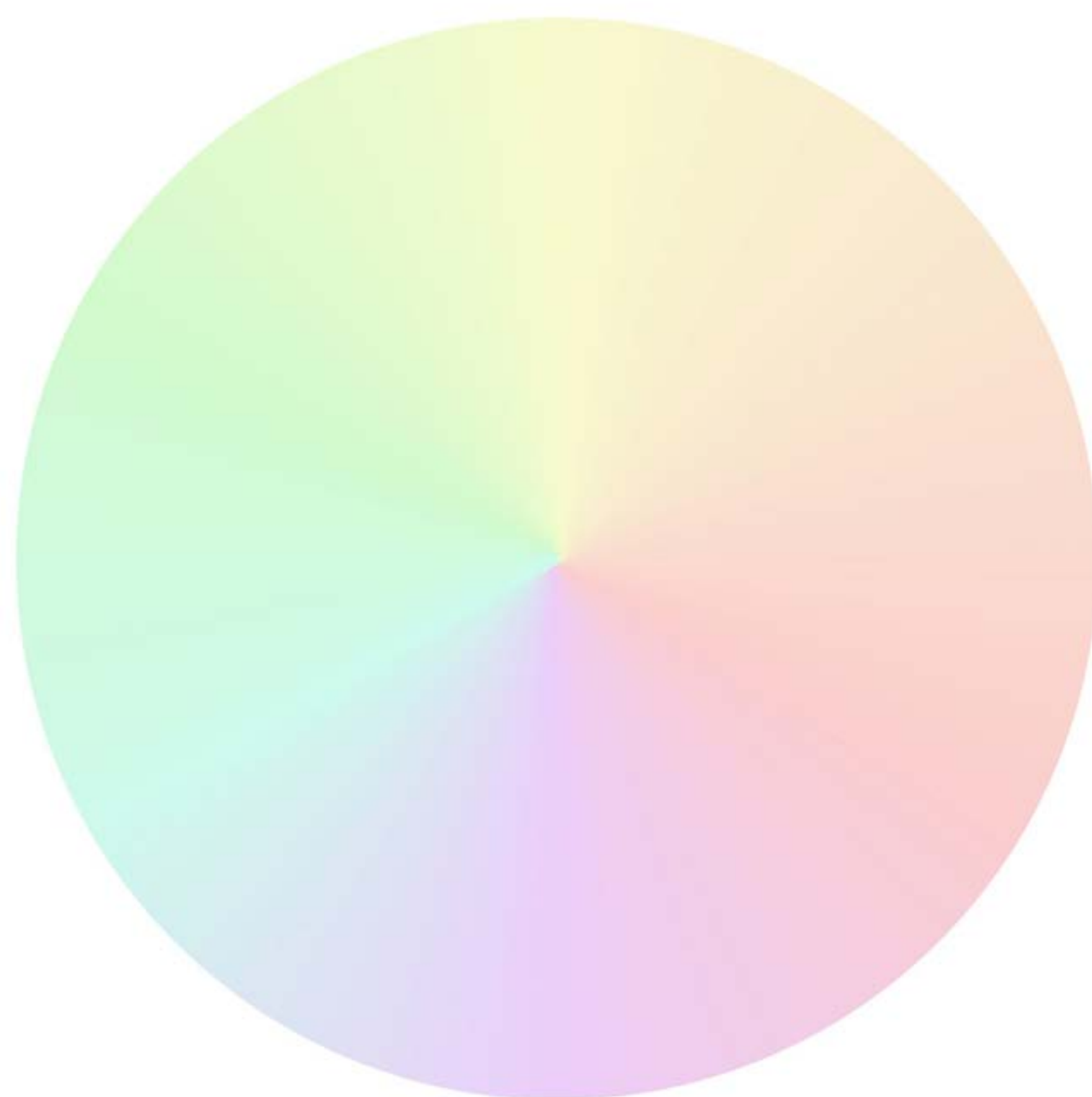
Pastel Styles

TREND # 10



Pastels are coming back in a big way and can be found in all types of clothing. Sticking to this color palette will seal the deal from face masks, polos, tees, and more.

Accessorize pastels with any attire for any occasion!



Pastel Color Wheel

These colors are **relaxing to the eye** and are always wearable.



