



FAMILY-OWNED &
FASHION-FORWARD

APPAREL

**THIS JUST IN:
THE EFFECT
OF RETAIL
FASHION TRENDS
ON PROMO APPAREL**



CHARLES RIVER
APPAREL®

**HOW ONE BRAND IS CHANGING
THE PROMO APPAREL GAME**

When you think promotional apparel, it's time to think "fashion."

End-buyers care about fashion trends now more than ever, so if you want to win more sales, you need to know the product types they're looking for. Learn the top apparel trends on the forecast for 2018, and start pitching to your customers today to win more sales this year.

TRENDING COLORS

"Fast fashion" moves quick, and so do trending color palettes. In order for your customers to get the most bang for their buck, pitch them promo apparel in trending colors to make sure end-users don't see their apparel as outdated.

Don't know what's in? Check out PANTONE's Spring 2018 Color Palette, which features navy blues, dove grays, neutrals and off-whites.

Then, look for a supplier that offers a wide variety of stylish pieces in all of this season's trending colors, like Charles River Apparel.



PURPLE REIGN

Do your clients want a pop of color? Pitch products close to PANTONE's 2018 Color of the Year, "Ultra Violet." Apparel items like Charles River's Space Dye Performance Pullover in Purple or New Englander® Rain Jacket in Violet will steal the show.





'90s STREET STYLE

From chokers to flannel shirts to combat boots, the '90s are back, baby! If you're not capitalizing on the resurgence of '90s styles, then you're missing out on sales.

One of the biggest '90s trends bursting onto the fashion scene now is urban-style jackets, such as anoraks, windbreakers and parkas. Fashion reporters predict that you'll be seeing these styles everywhere in 2018 - from your local shopping malls to the runway of top designers like Oscar de la Renta.

Pitch promotional jackets that will stand out and stay on-trend, such as Charles River Apparel's Chatham Anorak Jacket, Pack-N-Go® Pullovers, or their wind and water-resistant Boston Flight Jacket.



ATHLEISURE

If you're not with the athleisure trend yet, it's time to get on board. End-users want performance apparel that's functional for the gym, yet fashionable for everywhere else - and comfort is key. Pitch trendy athleisure items to help your customers maximize their impressions with clothing end-users can wear for work and play.

Partner with a supplier like Charles River Apparel, who boasts a large selection of fashion-forward athleisure options for both men and women.



HAVE LEGGINGS, WILL TRAVEL

It's time to think beyond T-shirts and tops - or should we say below? Pitch promotional leggings as the ultimate "wear anywhere" item, or sell them as an add-on with an order of performance tops!





DRESSING FOR COMFORT

What's your customer's best bet on having end-users keep their promo apparel? Make them comfortable! Work with a supplier that offers soft and stylish pieces - like cozy knits and fleece jackets - to give your customers repeated wear and increased exposure.

Charles River Apparel offers a wide selection of oh-so-soft pieces that are perfect for colder seasons. Pitch comfort favorites like a fleece pullover or a sherpa sweatshirt to keep end-users warm and cozy, and your customer's brand at the top of their minds.



BRAND EXPERIENCE

The way consumers shop for clothing has changed - and if you're selling promo apparel, you need to take note. Shoppers - particularly millennials - don't want basic brands anymore. When they shop, they now look for an entire brand experience from a company that has its own unique story and values in line with their own.

Suggest a promo apparel brand that ties in with their own beliefs and values to establish long-term relationships and repeat business.

For instance, if you sell to family-owned businesses that are proud of their roots, consider Charles River Apparel's New Englander Collection. Inspired by their local heritage and rich tradition of family, this collection tells a story that resonates with end-users - which means they'll hold on to these pieces longer and make a stronger connection with the brand.





ABOUT CHARLES RIVER APPAREL

It all started with a rain jacket.

Since 1983, Charles River Apparel has been providing stylish and quality apparel for men, women and children, all tied to their roots in beautiful and historic New England. From high-performance outerwear, to cozy knits and to trendy athleisure, Charles River has it all - and you can bet every order will come with their authentic touch and award-winning customer service.

Family-owned and fashion-forward, Charles River Apparel is the brand you want to work with for apparel that feels as good as it looks.

Want to work with us?

Visit us at www.charlesriverapparel.com/distributorregistration

Already a part of our family?

Reach out at custserv@charlesriverapparel.com,
or give us a call at **(800) 225-0550**.

