



GeekTech
Branding.com

Trend Forecast Q2
2020

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Let's Talk Texture!

From Metallics to soft Velvets. Texture in swim is emerging this quarter, bringing traditional prints such as florals and leopard with bold accents of textured hardware. Be on the look out for statement pieces that feature one shoulder straps and side panel cut outs.

Cover Ups



Patterns, Primary Colors and Presentation

Board shorts are in! It is no doubt that the inseam is staying 6" to 9" inseam. Be on the look out for primary colors Yellow and Blue. Patterns are emerging more present than normal observing stripes, army fatigue, ombre and Hawaiian prints. Add a matching Camp shirt for a nice beach wear combination!



Athlesisure- womens



Exercise in Style!

Bright neons, Tie Dye matching sets, Dazzle fabric and Tonal foil prints featuring mesh insets and pockets. It is no doubt that this quarter will prepare you for both indoor and outdoor activities with great athletic sets. Add a silicone transfer, foil prints or vertical leg prints for a bold statement to represent your brand!

Athlesisure- Mens



Simple Statements

Men's athletic wear is consistently monochromatic season to season, flexing into a variety of blacks, white and grey tones. Rather than color, men's trends are found in changing silhouettes, fabrics and decoration; Q2 features pique mesh knits, coolmax fabrics, 1/4 zips, low-cut tanks, neon or reflective panels, detailed zippers, drawcords, and elastic bands. Adding textured transfers such as raised silicone or reflective logos is widely popular in many retail brands this coming season.

Winbreakers and Jogger Sets



Wear as a set or order separately and pair with your favorite jeans!



The Modern 90s

The 90's are back! Track suits never actually left, but they have recently emerged in more modern day silhouettes and color combinations. Add a silicone logo or use the colorblock logo print for a sleek finish.

Muted tie Dye



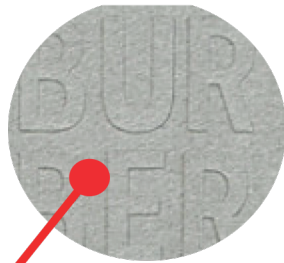
Muted Tie Dye

One thing that has stayed trendy over the past few years is Tie Dye. This quarter we are keeping it cool, calm and collected with muted tie dye. Understated colors are always the best approach when keeping this must-have youthful-yet-altered trend in your collections.





Teddy Sherpa Jackets; Lightweight featuring mixed media fabrics



Decorations: 90's grunge, centered embroidery, oversized chenille patches, and tonal embossed logos are returning as Q3 approaches

