

DECEMBER 22' - JANUARY 23'

# TIKTOK RECAP

+ PINTEREST

FLEECE OVERVIEW

# MAJOR TAKE AWAYS

GIRLS FLEECE

DEC. 22- JAN. 23

Destination is something we need to get behind for the season as well as elevated baseball graphics. We're seeing a lot more placement interest here especially in bottoms and crews.



DESTINATION



SPORTY



FUN PLACEMENT

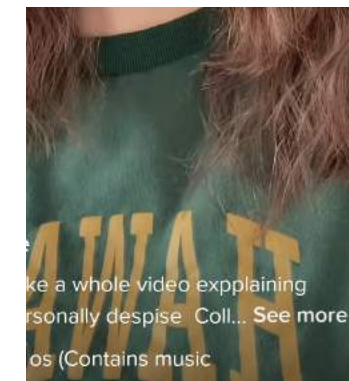
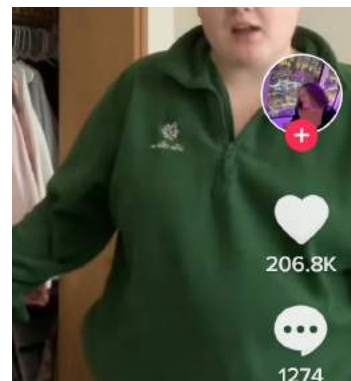
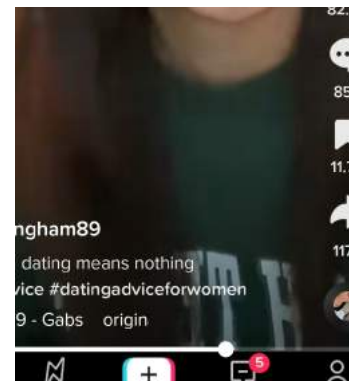
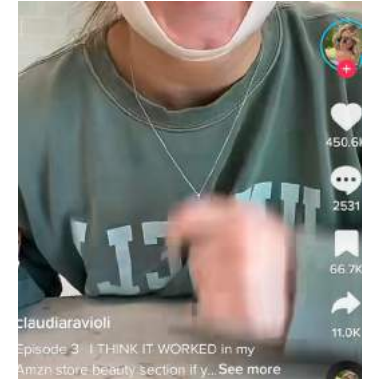
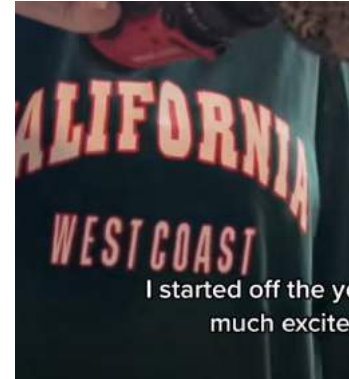


# DAILY GREENS

GIRLS FLEECE

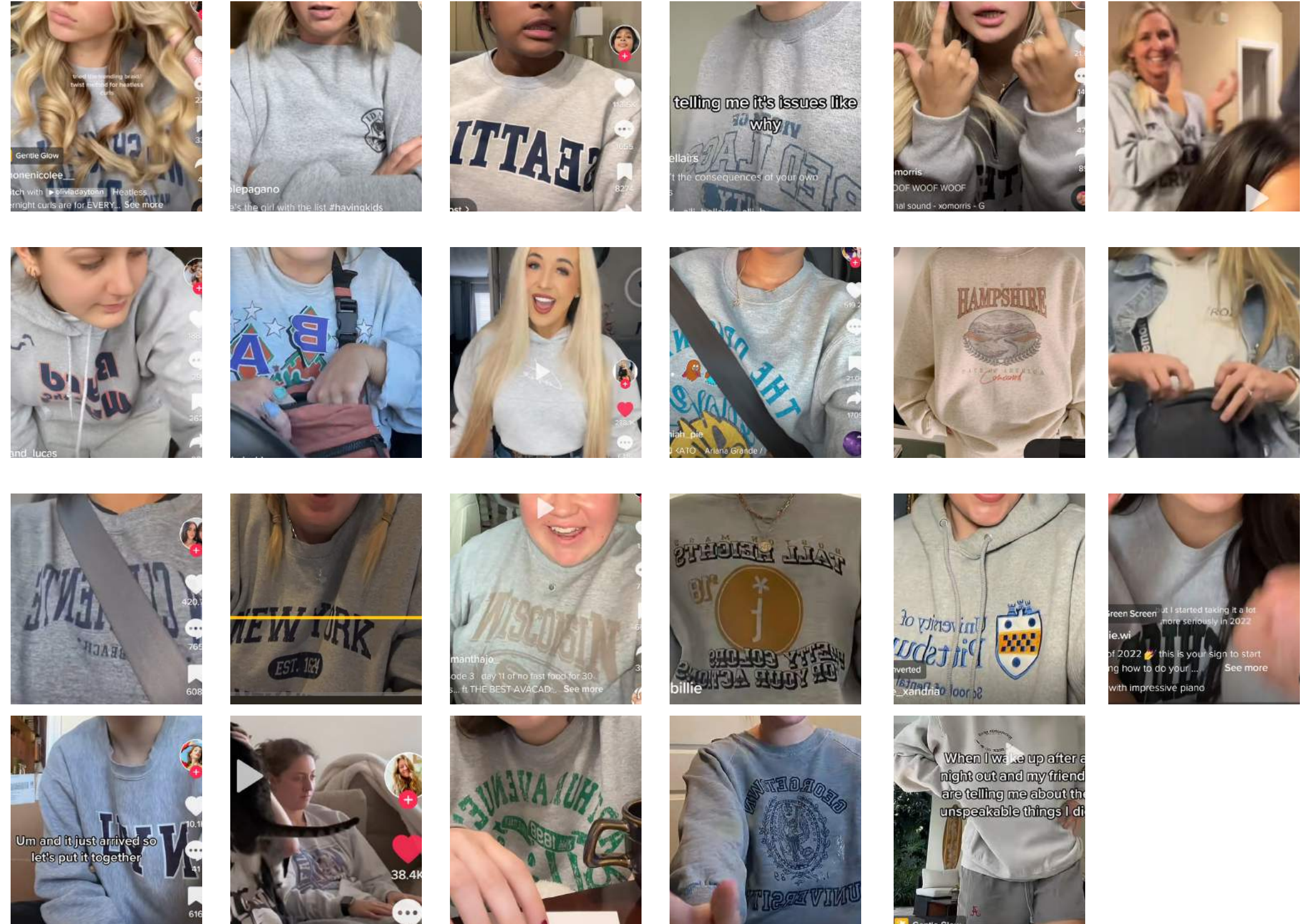
DEC. 22- JAN. 23

Not only is drinking greens on the up and up, but the color green is punching through in a major way. We love seeing the deep forest greens mixed with sage as the newest color. Also a big moment for the Hawaii graphic from Brandy executed in gold thread seen in multiples.



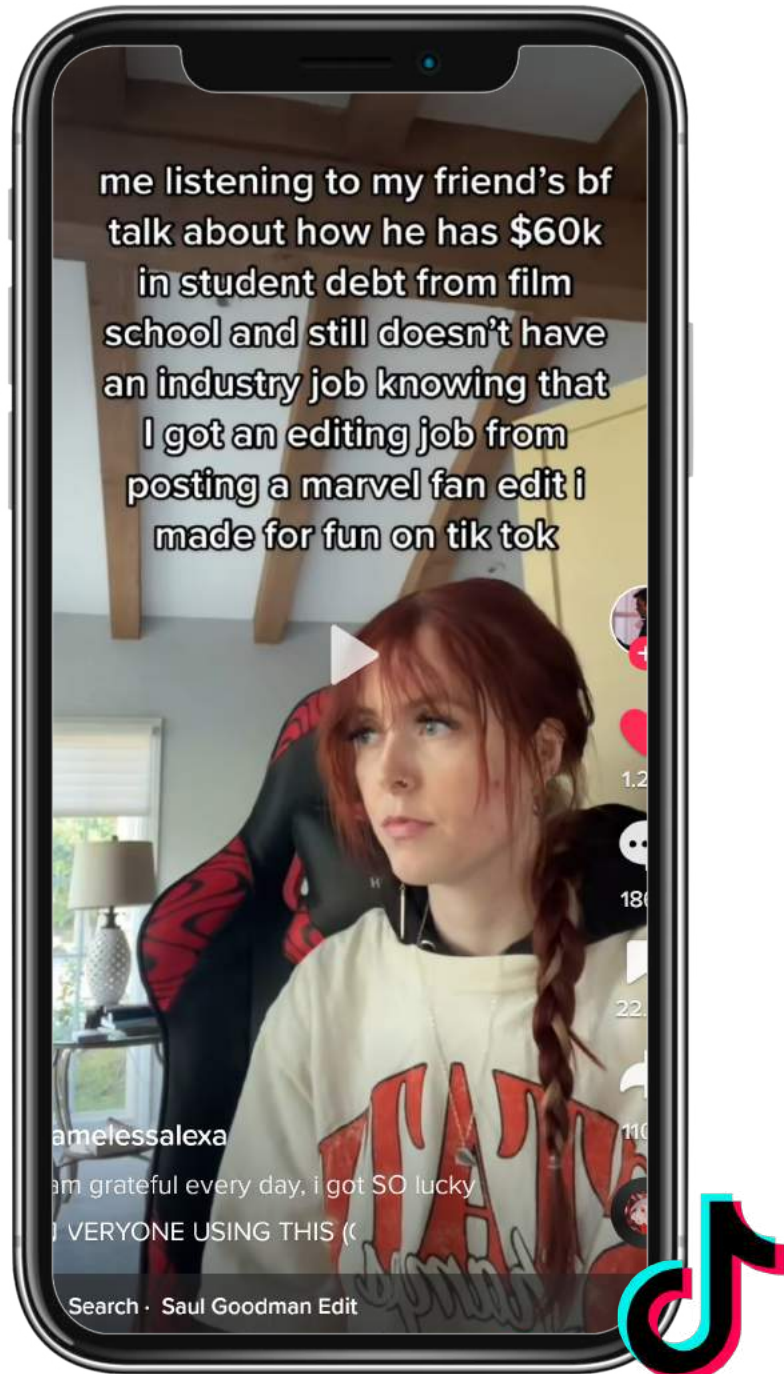
# HEATHERS

Not a surprise here, but heather is the biggest contender on socials, we're seeing lots of collegiate handles here with blues and green pops keeping it femme.



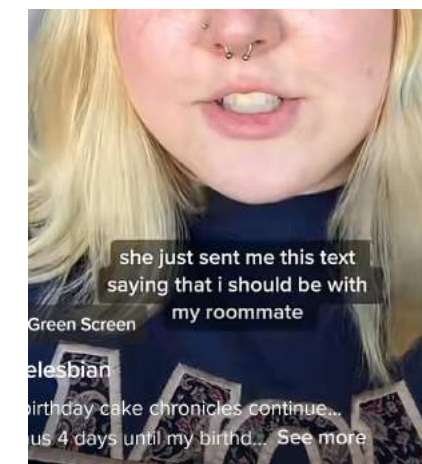
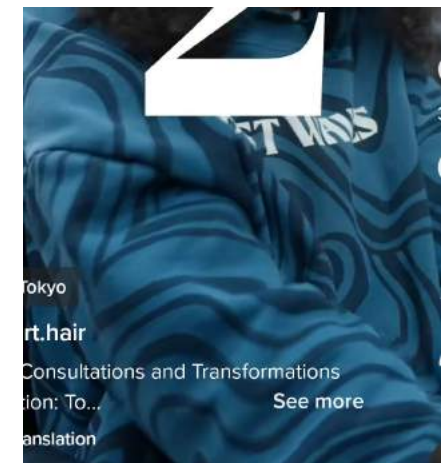
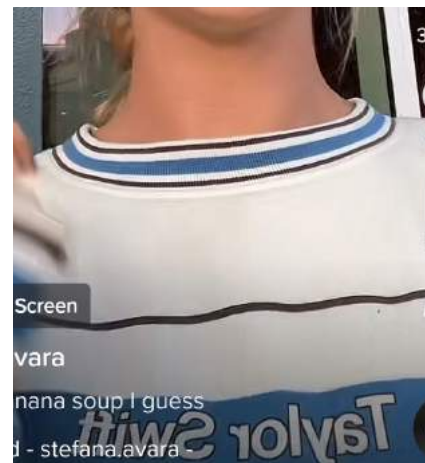
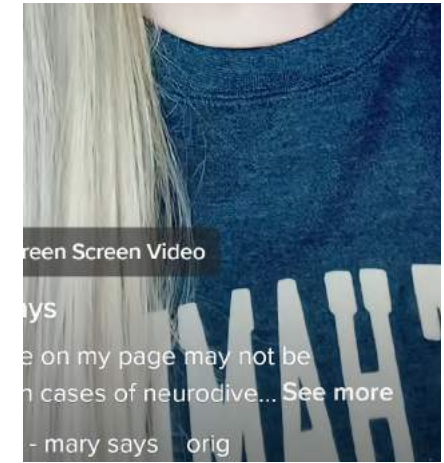
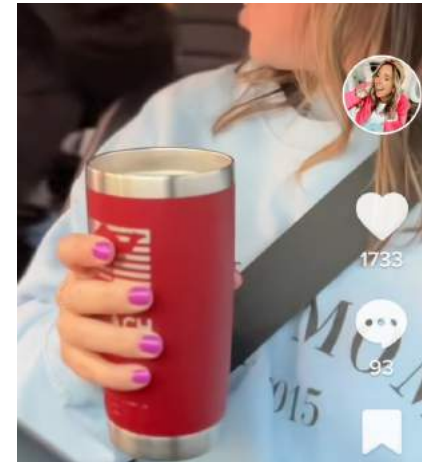
# RED POPS

This is in addition to the heather, but we're also seeing red pops in graphics in a major way, keeping incrementality top of mind I think actioning on this trend will be huge for us.



# BLUES

Blue is not as big as we had previously set, so keeping in mind more of the ashy and gray toned blues seem to be doing well. Not many navy's or bright blues.



# REDS

Not a big component, but wanted to mention the down trend for red in the holiday season.



# PLACEMENT

GIRLS FLEECE  
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Very exciting to finally see different placements for fleece, we love the multi hit and match back feeling that are popular on Instagram.



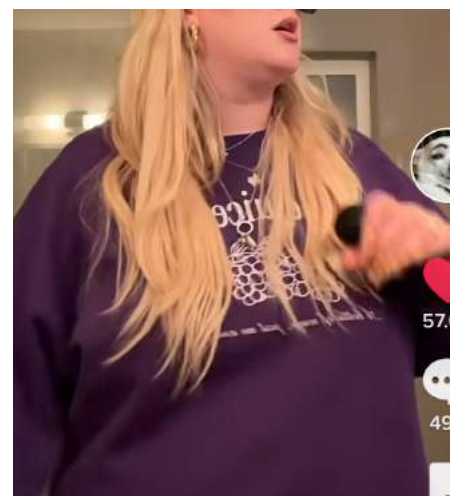
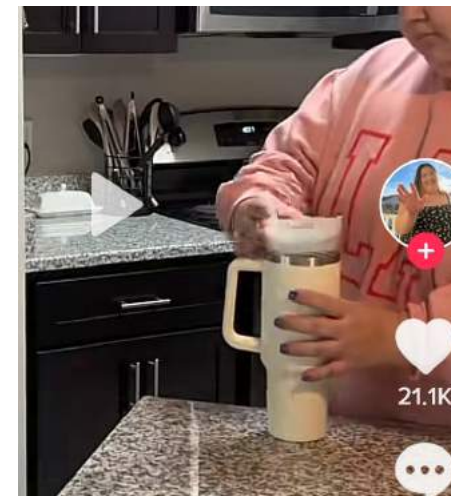


# PURPLES & PINKS

GIRLS FLEECE

DEC. 22- JAN. 23

A fun color to mention that may be a great incremental addition to a package, I think the mauve colors and softer pastels feel more emotional than the bright pinks.



# CREAM & NEUTRALS

Lastly we're seeing lost of neutrals in different forms, from licensing to collegiate I think the main take away is keeping the creams and grays will feel new and fresh vs actioning on browns and black that never do well for us.

