

NOVEMBER 22'

# TIKTOK RECAP

+ PINTEREST

FLEECE OVERVIEW

# MAJOR TAKE AWAYS

Loving the uptake in technique seen across all socials as well as cozy outfitting becoming oversized silos and leggings. Also seeing green and cream being a constant color combo.



TECHNIQUE & DETAILS



OVERSIZED + LEGGINGS

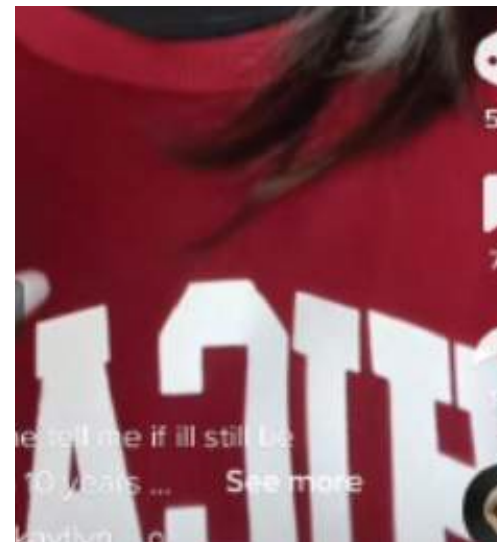
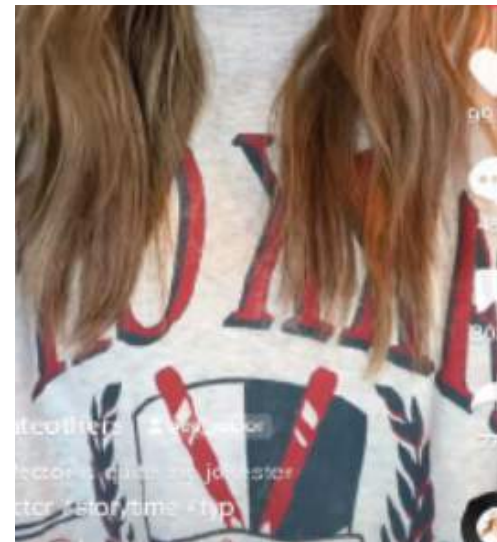
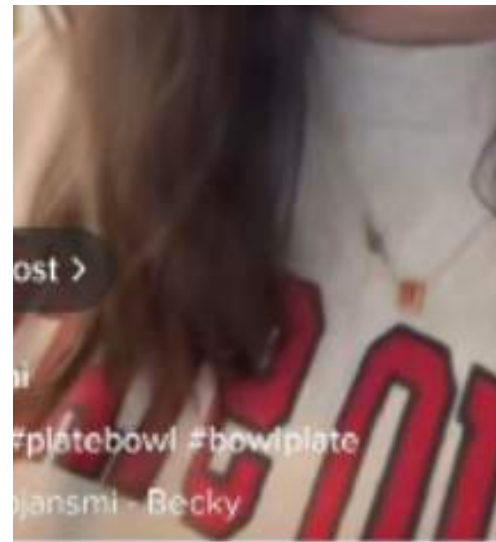
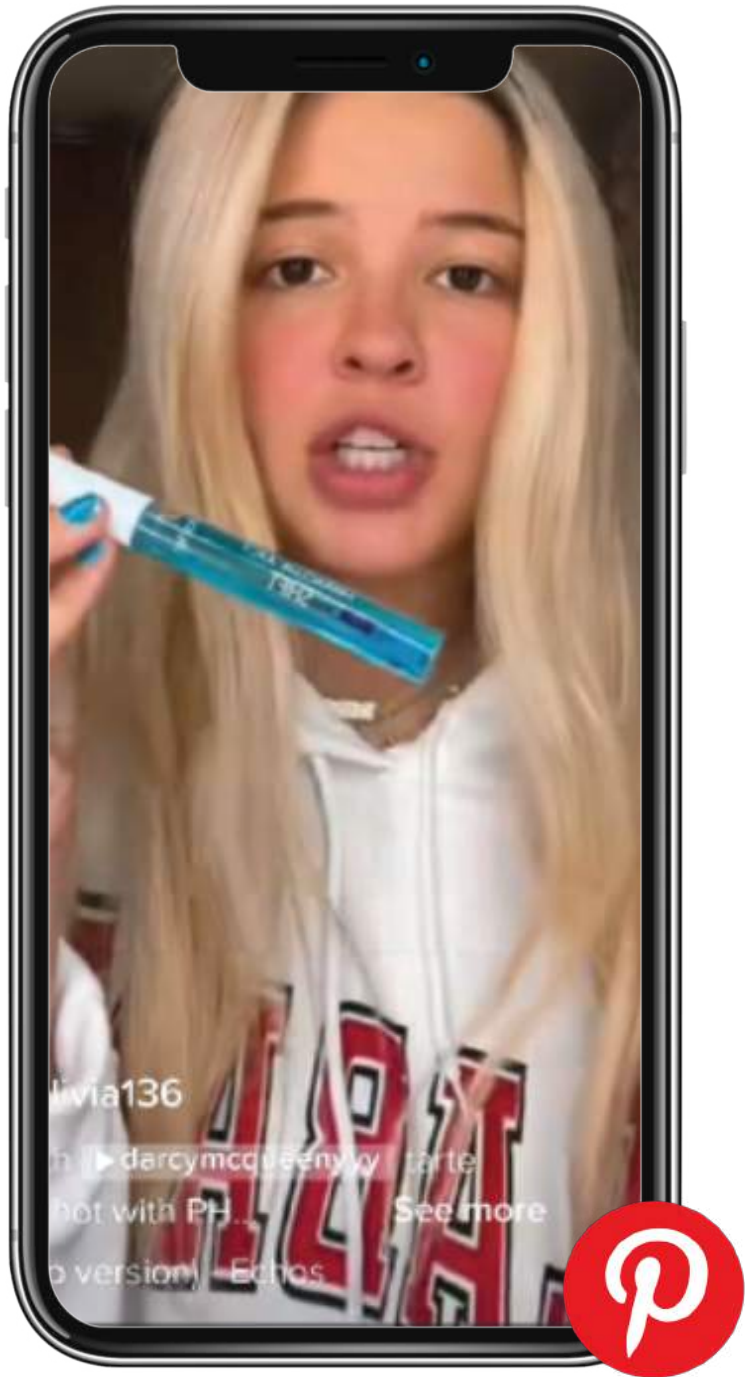


GREEN + CREAM (AGAIN )



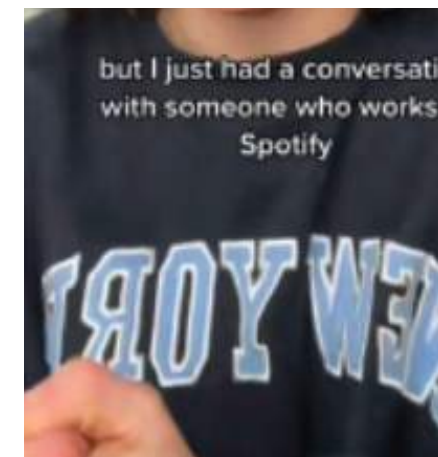
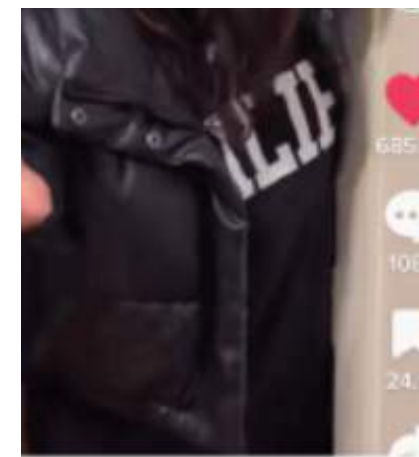
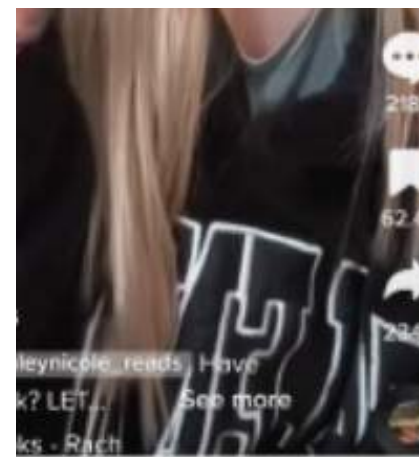
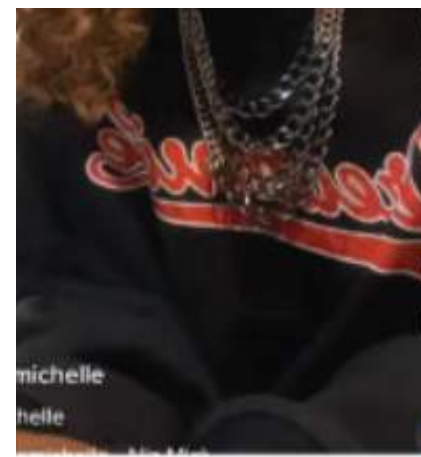
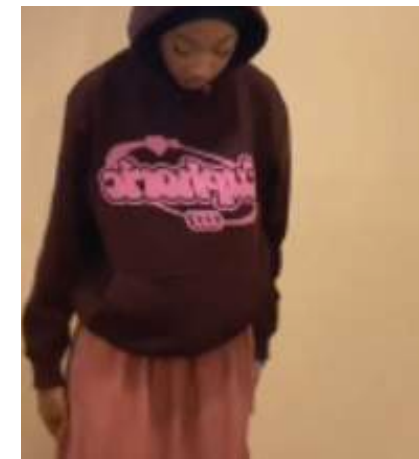
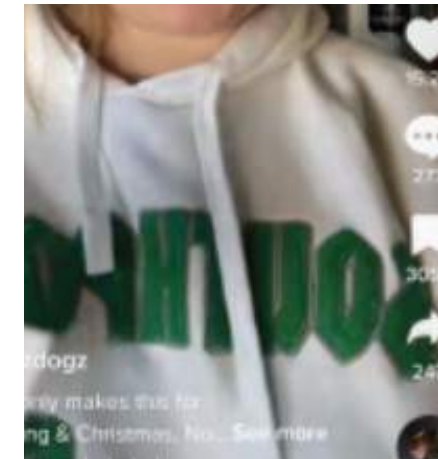
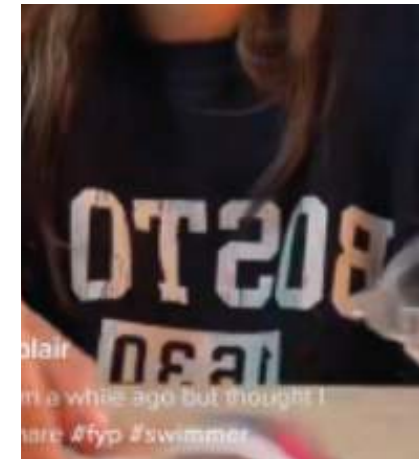
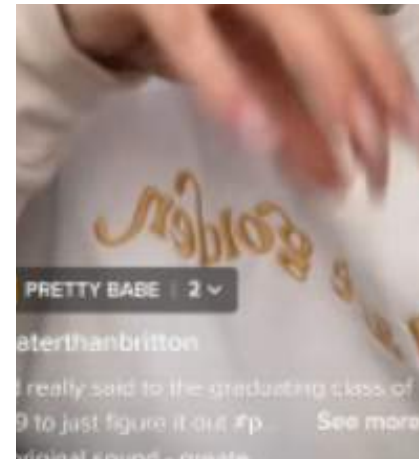
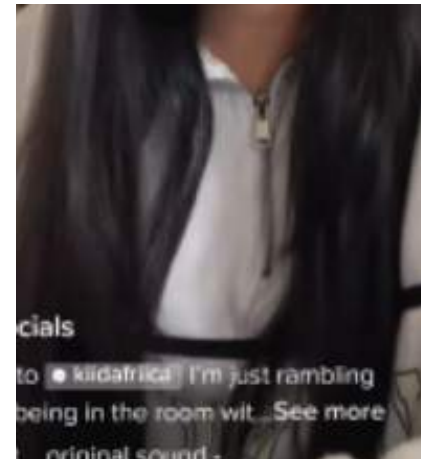
# RED + WHITE AESTHETICS

Its' the most wonderful time of the year, so we wanted to note the red and white this season. We may benefit from getting a sku with a red pop.



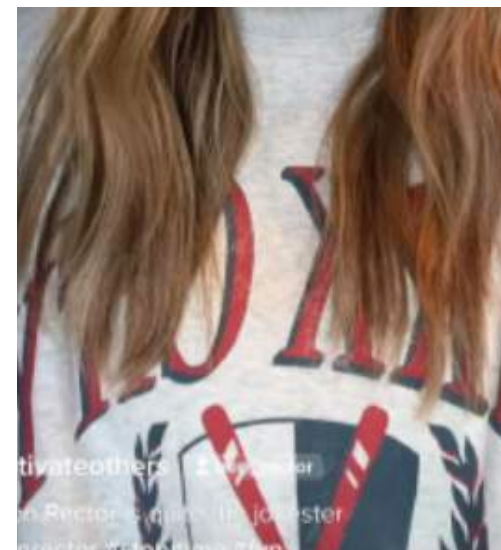
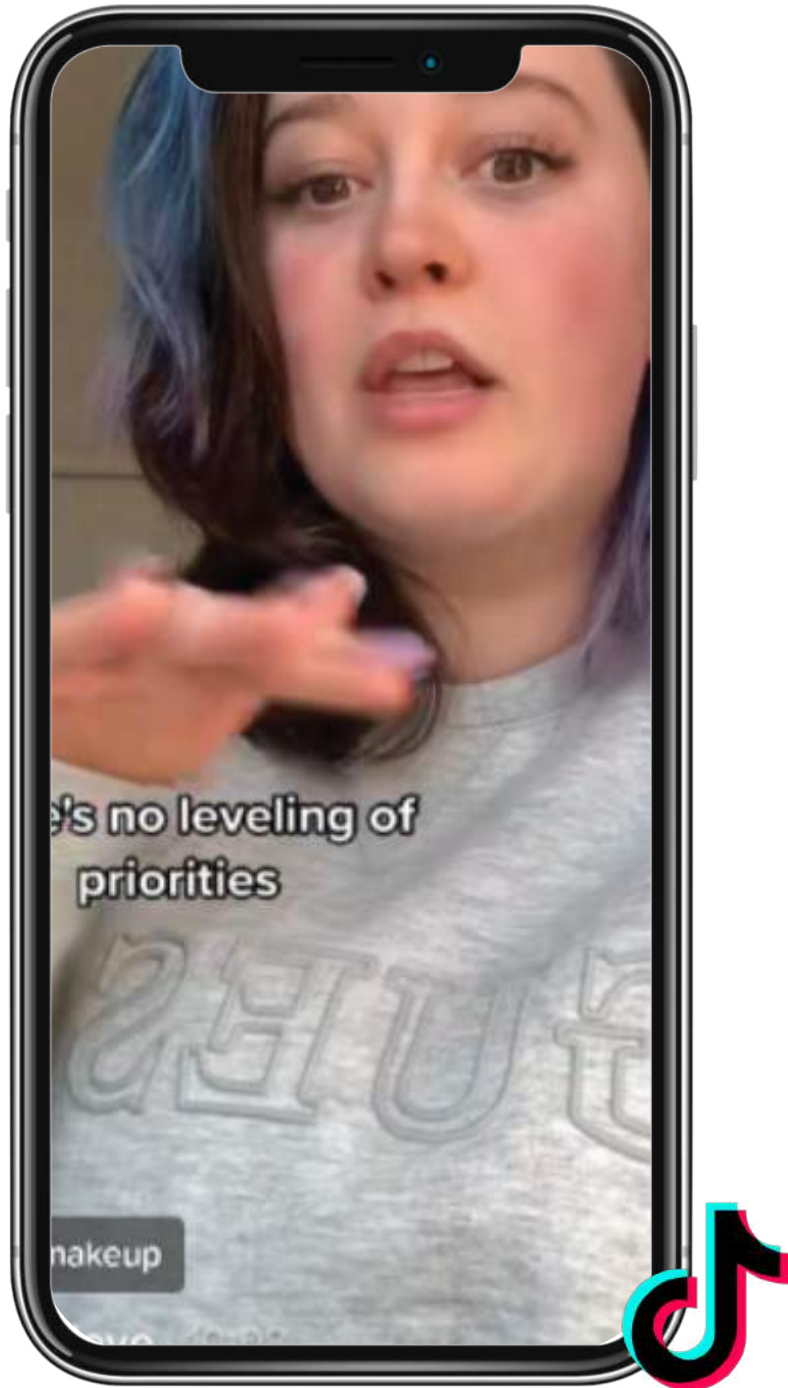
# NEUTRALS

The biggest takeaway is white and black, knowing our boy centered ground colors don't do well I think adding the imagery graphics would make a huge difference. Also noting the green and cream call out from the top of the deck.



# HEATHERS

Heather is prominent again and sporty graphics with luxe technique is the biggest takeaway.



# MINIMAL BLUE GREENS

Not seeing a big moment here but a beautiful pop in the warm toned season. Getting an icy blue or blue-green sku can be incremental.

