

TREND BHM GRAPHICS

LAST YEAR



INCOMING

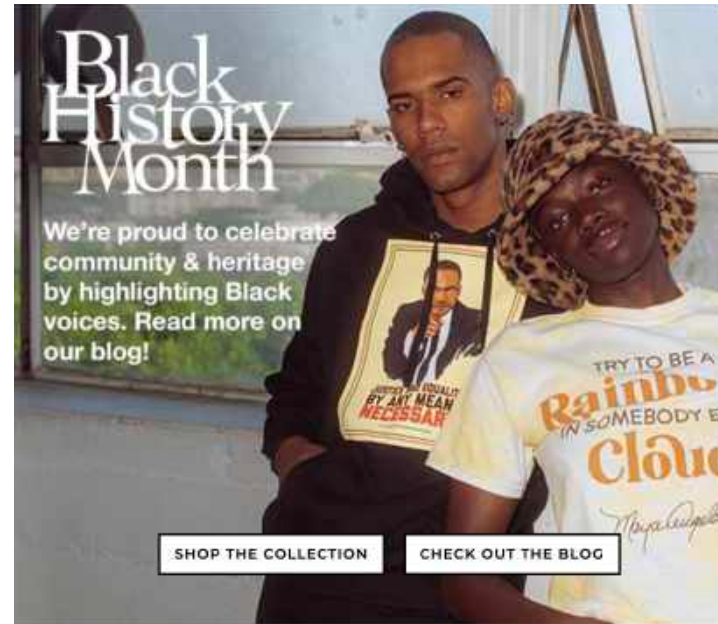
- Dye FX
- Gender Neutral
- Kids x Adults Co-Brand
- Accessories
- Licensing

- Pattern
- Bright Colors
- Bold Type
- Important Messaging
- Imagery/Portraits
- HBCU's
- Active

COLLECTIONS

Old Navy, Pacsun, Underarmor, Support Black Colleges X Urban Outfitters, and Rue21 are the few brands that have decided to create a BHM collection with all of them taking a gender neutral stance as well as a few kids x adults collabs. I think we're still on the right track with standing behind our purpose and strong messaging.

RUE 21



OLD NAVY



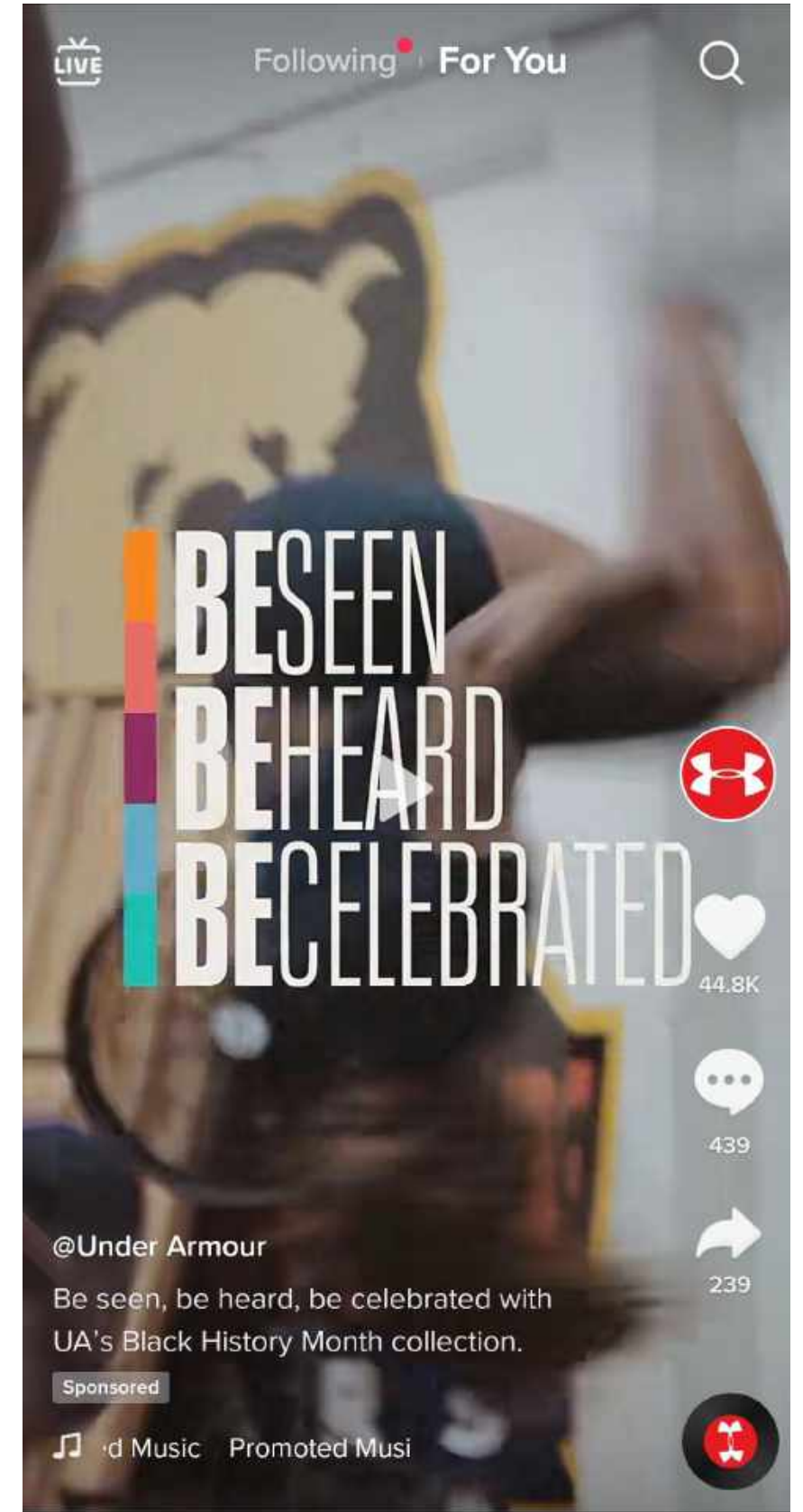
PACSUN



SUPPORT BLACK COLLEGES X UO



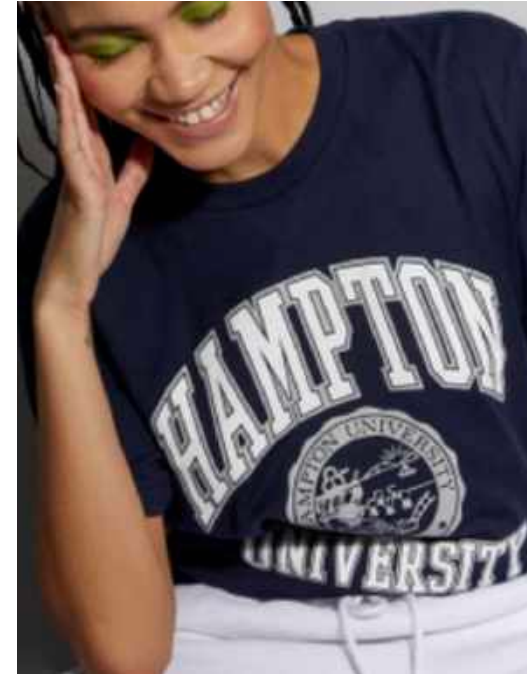
UNDER ARMOR



HBCU'S

We started this conversation last year and could not get licensing for HBCU's due to who we have access to. If we don't have access this, I wonder if we can do faux collegiate-prep with positive messaging or educational verbiage towards black history.

RUE 21

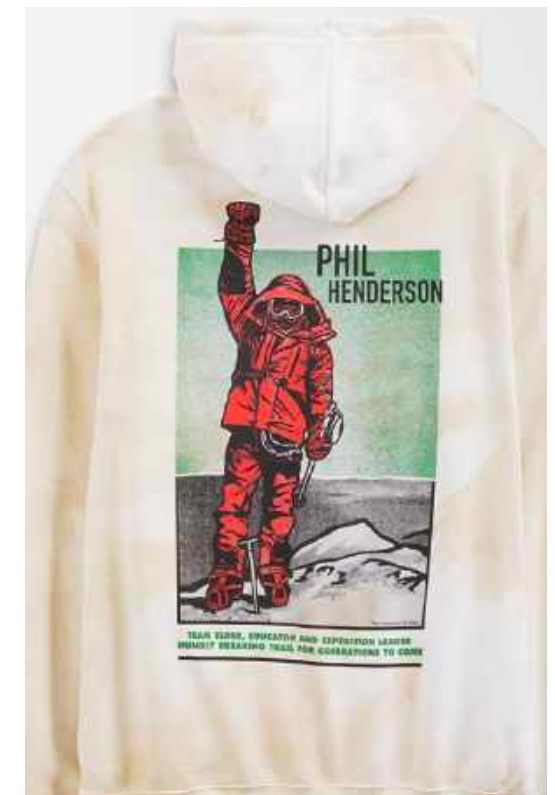
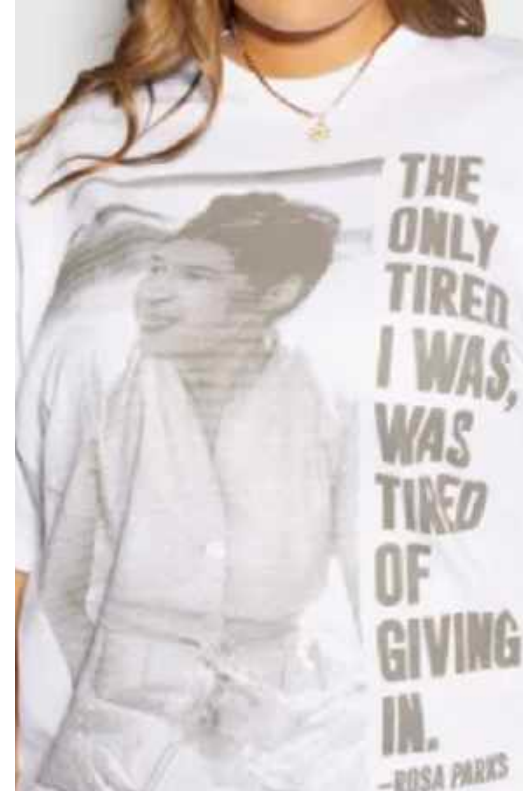


CARTERS



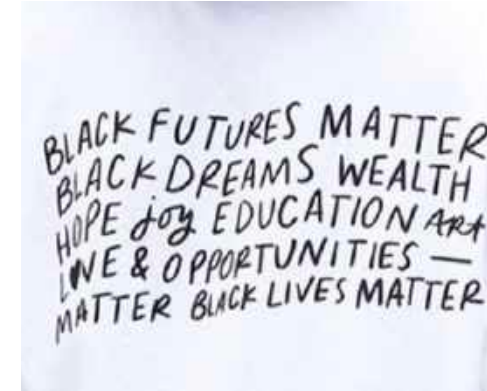
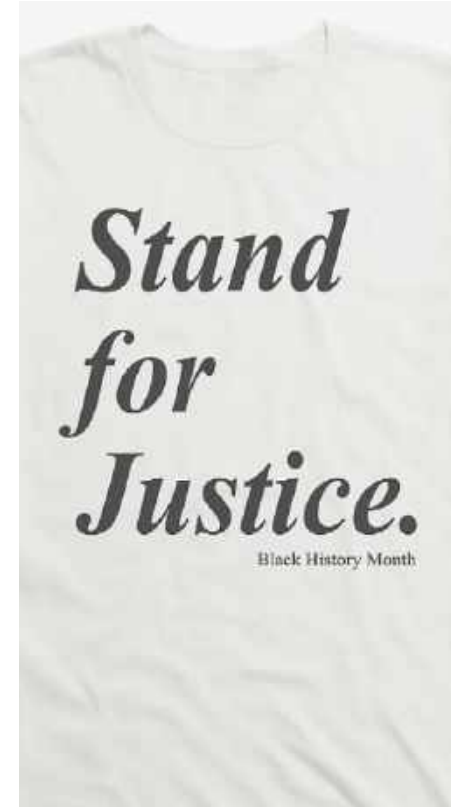
PORTRAITS/IMAGERY

The imagery we're seeing is heavily licensing based, including historical black figures and generic portraits of people to create representation. Xerox style images seem to be the trend.



IMPORTANT MESSAGING

The message across the board is very consistent, and impactful. Celebrate and educating on black culture. Through type driven designs as well as licensing, the main read here is to stay meaningful and true.



LICENSING

Most importantly clean logo is the front runner here with built up/bold technique being the secondary trend. Also seeing lots of lazer cut cozy incoming with the colder season approaching.



ACCESSORIES

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