

OCTOBER 22'

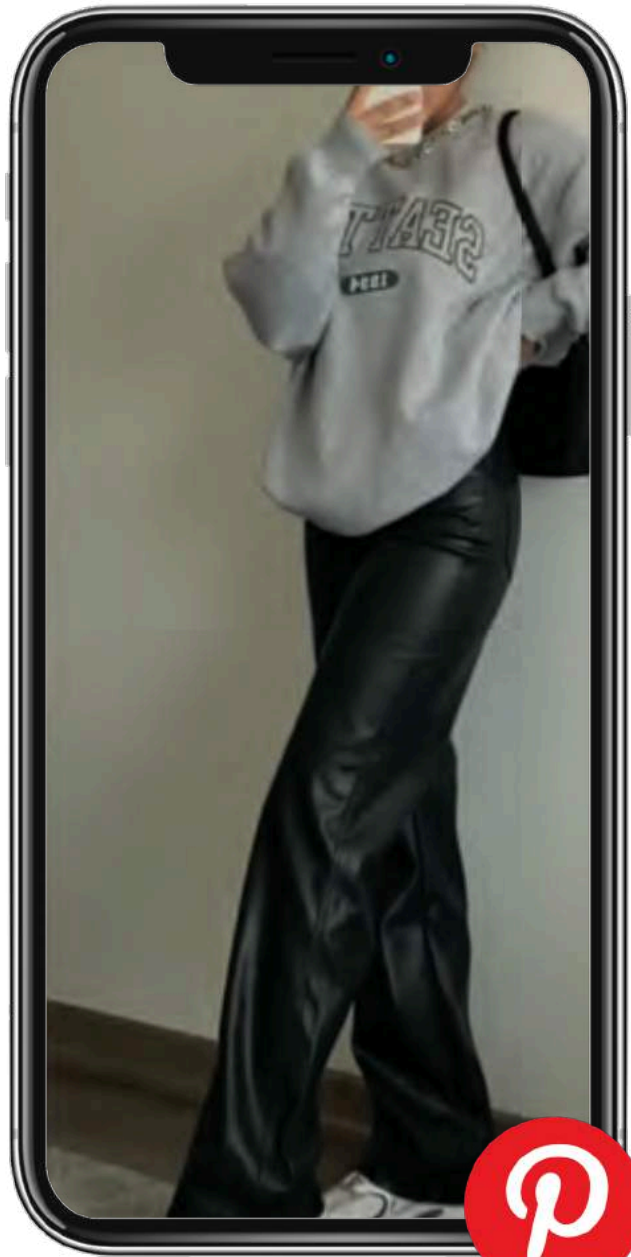
TIKTOK RECAP

+ PINTEREST

FLEECE OVERVIEW

MAJOR TAKE AWAYS

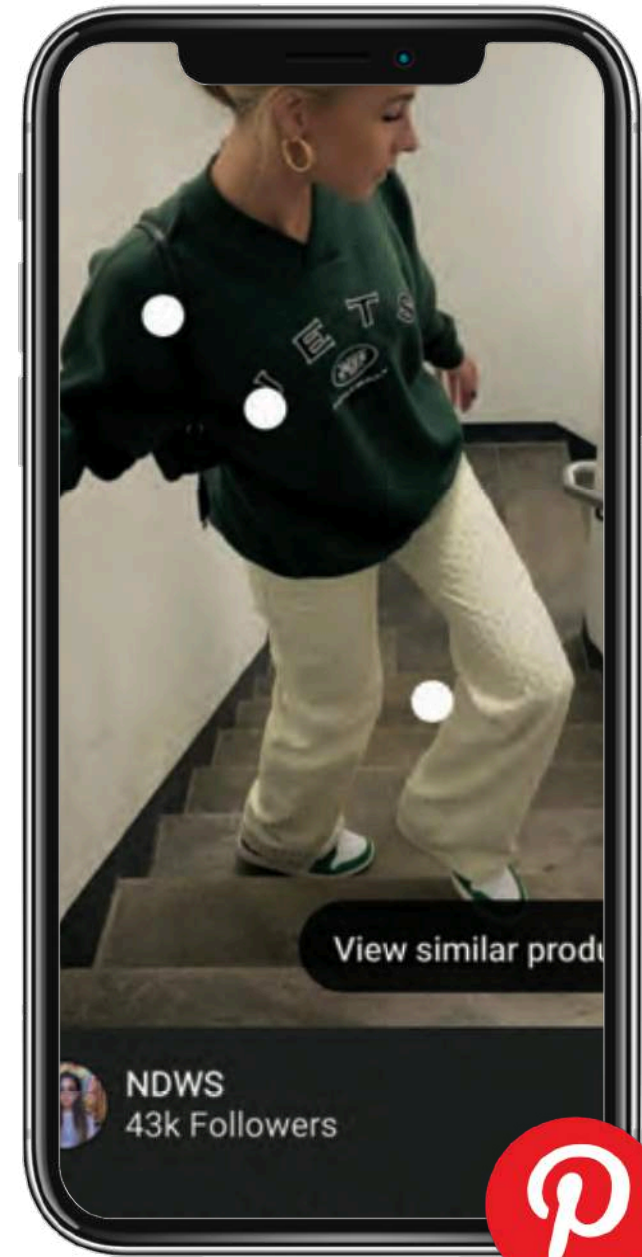
We're seeing more urgency for baggy and oversized silos paired with baggy, wide leg denim, as well as leather pants paired with crews. One last note is the need for cream and green combos in outfitting and graphics.



CREW + LEATHER



OVERSIZED + BAGGY DENIM

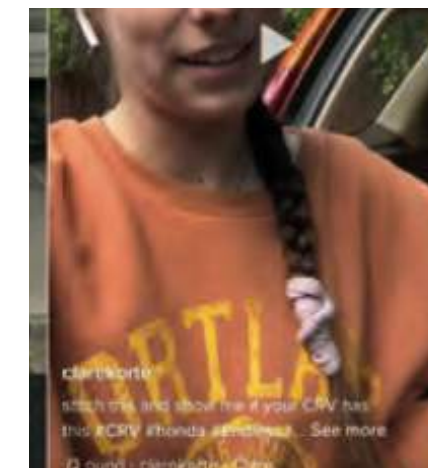
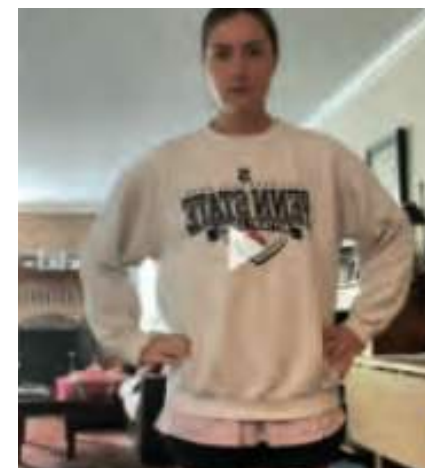
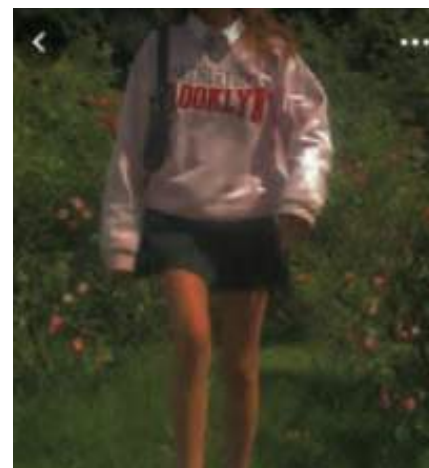
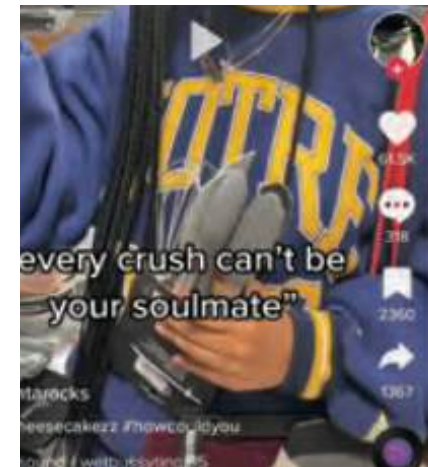
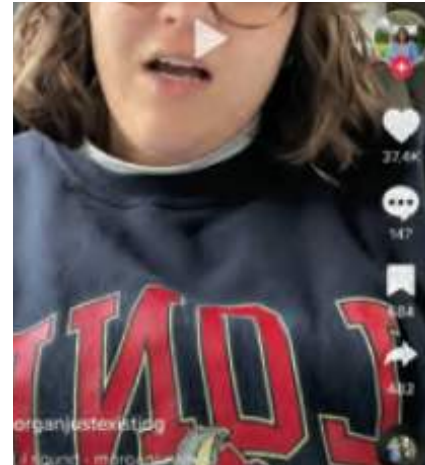


GREEN + CREAM



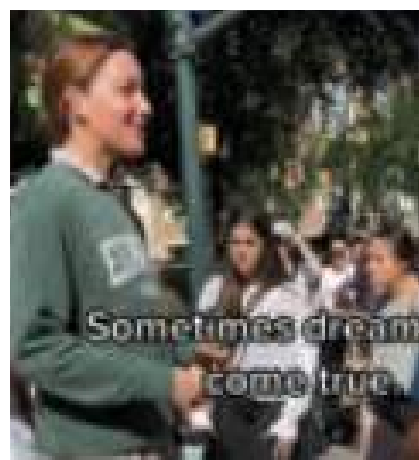
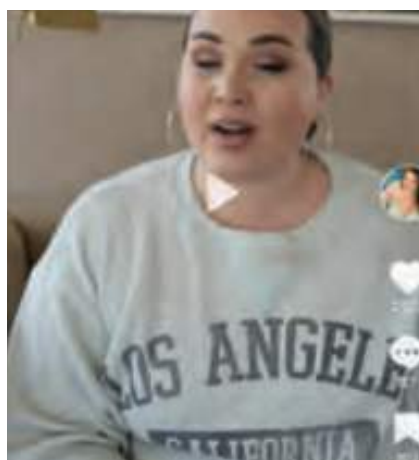
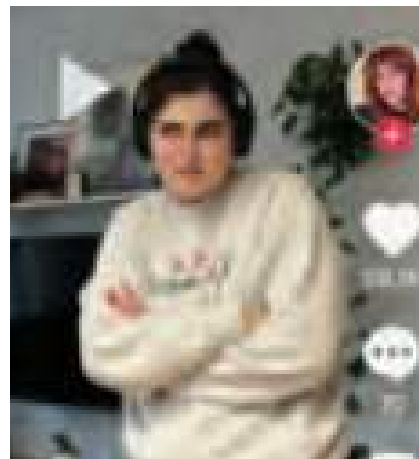
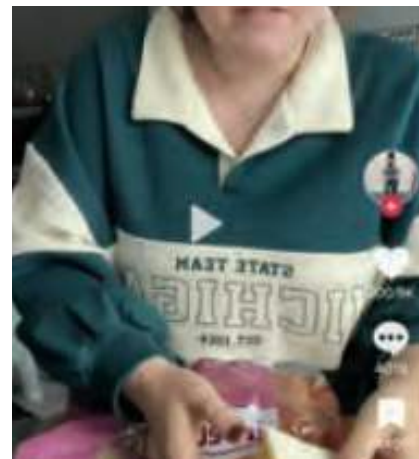
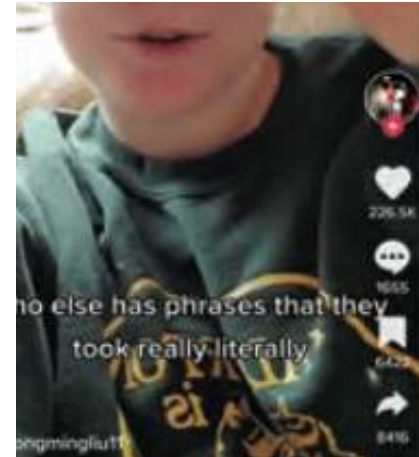
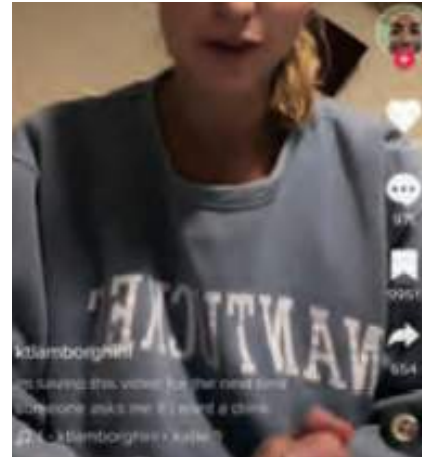
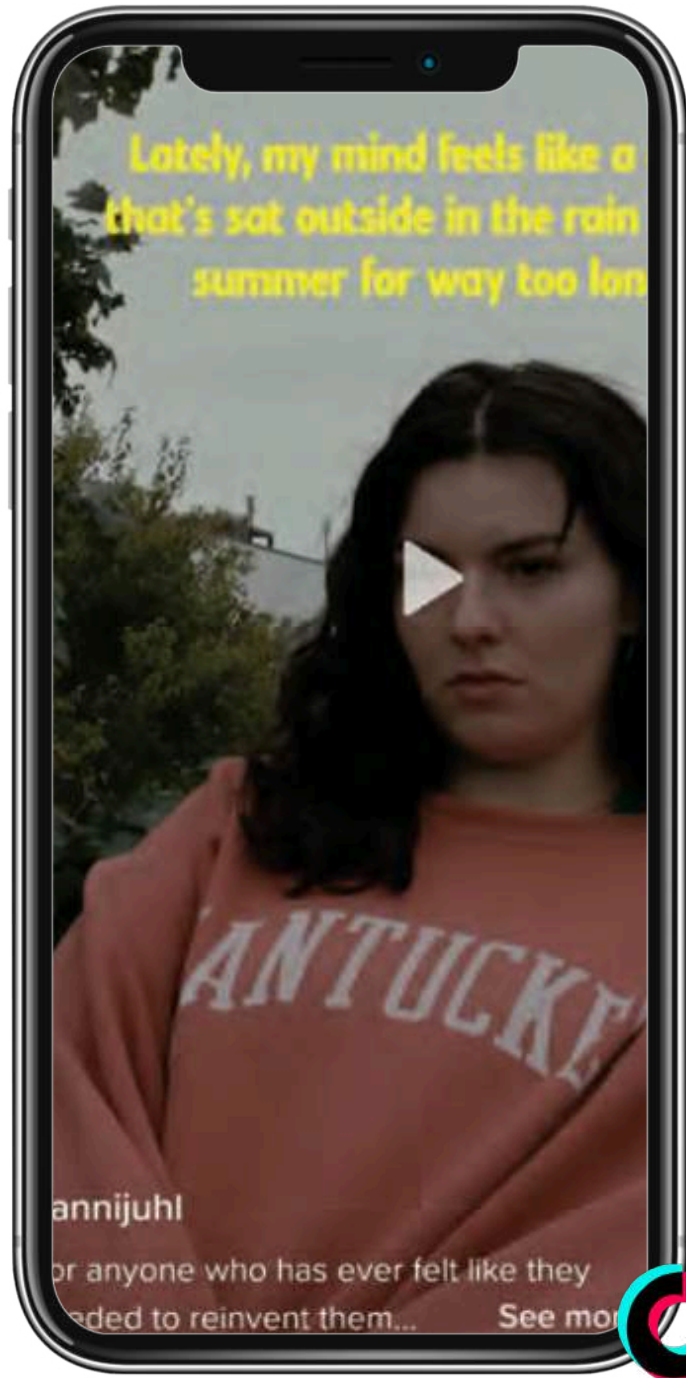
COLLEGIATE & SPORTY

We're still seeing collegiate layouts be strong here including overall sporty vibes with femme coloring.



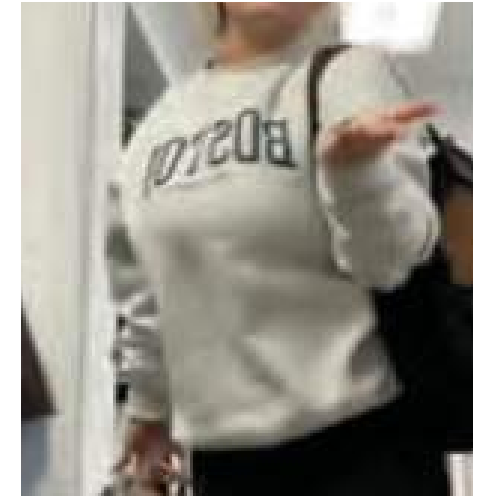
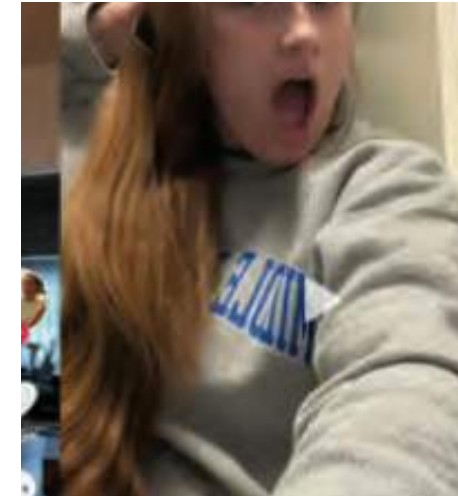
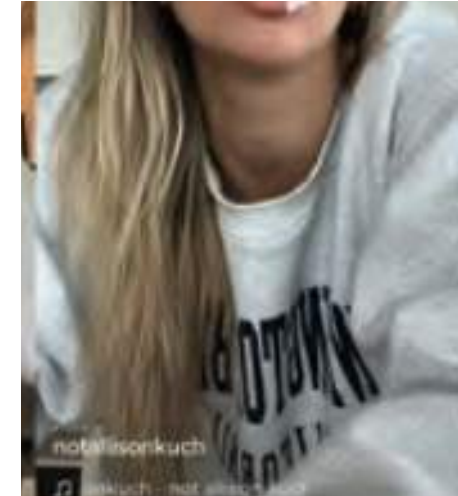
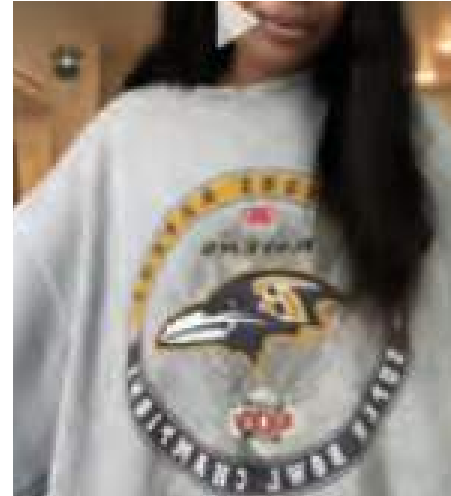
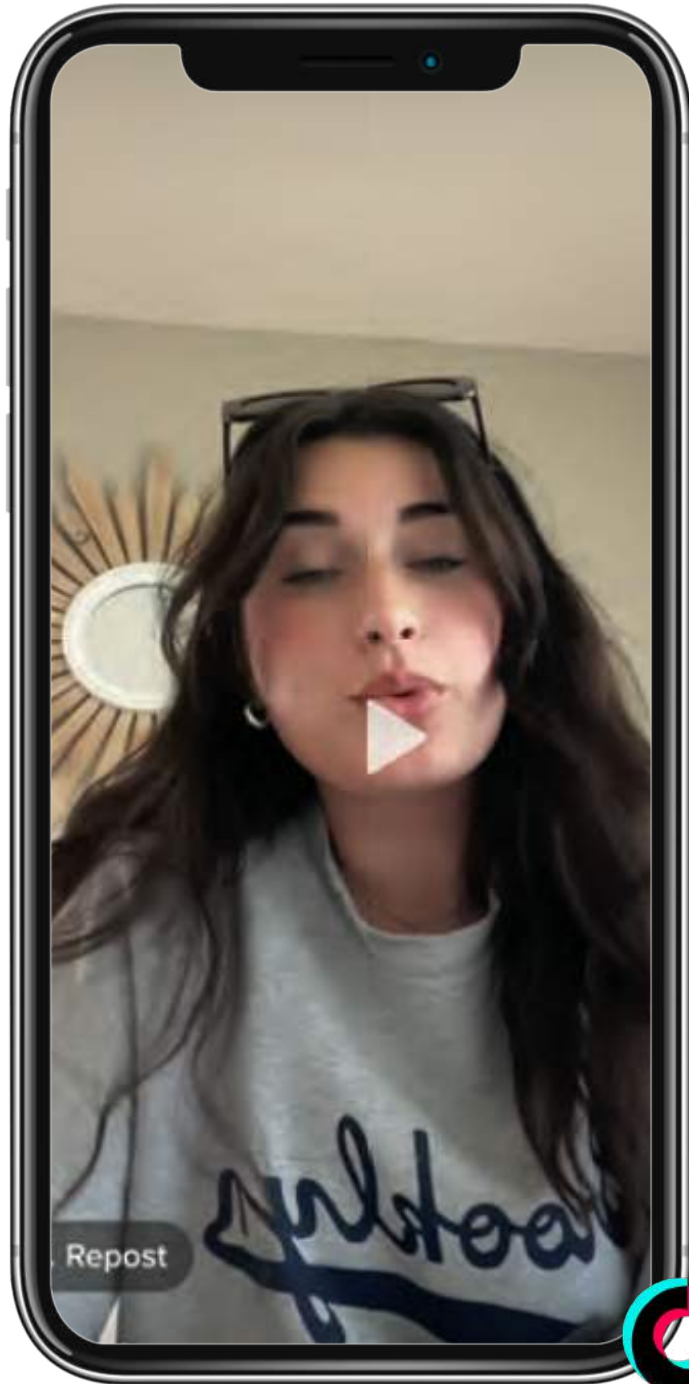
NANTUCKET & DESTINATIONS

Seeing Nantucket in particular all over socials and more sea based / east coast preppy.



ELEVATED HEATHERS

Heather is a prominent texture and color, seeing it all the time with baseball themed graphics.



LUXE EMBROIDERY

Elevated large hits are still big as well as cool toned outfitting.

