



2024

# TREND REPORT

(BY) CULTURE STUDIO



01

# 2024 COLOR PALETTE

15-4722 TCX Capri	16-1317 TCX Brush
16-5938 TCX Mint	
12-0736 TCX Lemon Drop	18-4006 TCX Quiet Shade
18-3932 TCX Marlin	
14-3812 TCX Pastel Lilac	14-4104 TCX Northern Droplet
15-4030 TCX Chambray Blue	
15-1435 TCX Desert Flower	14-1305 TCX Mushroom
17-0220 TCX Watercress	
17-1461 TCX Orangeade	11-4001 TCX Brilliant White
18-1355 TCX Rooibos Tea	

*NYFW x Pantone*

*SEEN ON THE RUNWAY*



CHERRY RED



LILAC



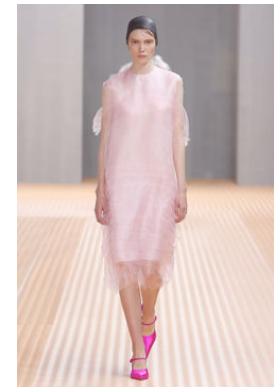
POWDER BLUE



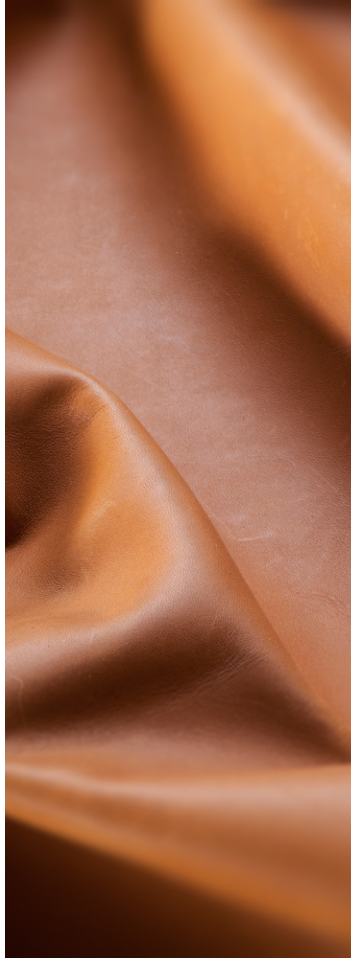
MATCHA



COBALT BLUE



BLUSH



## ECO-FRIENDLY

2024, sustainability reigns supreme. Embrace eco-conscious fabrics such as organic cotton, hemp, and recycled polyester.

## METALLICS

Rhinestones, Y2K glam, and flashy statement pieces are making a comeback this year.

## FAUX LEATHER

Playing into the collegiate trend, we're seeing faux leather gain popularity this year for a more polished look.

## CORDUROY

Luxurious textures take the stage with cozy knits, corduroy, and cashmere fabrics.

## SMART FABRICS

Athleisure and athletic wear continue to carry into the New Year with flexible fabrics and weather-proof textiles.

# 02 MATERIALS

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# DESIGN TRENDS



ILLUSTRATION



PIXEL



ALL OVER



MONOCHROMATIC



Y2K



TUMBLERS & DRINKWARE

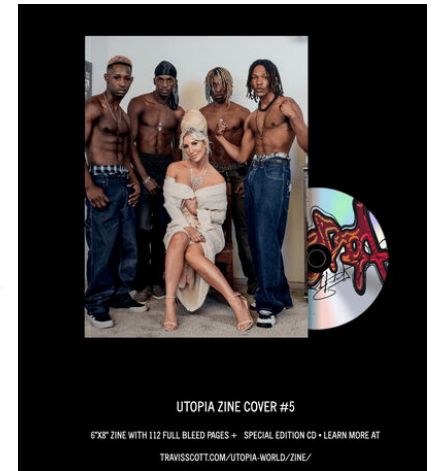


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FOOTWEAR



MONTAROT Tarot Deck



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JEWELRY &  
METALS



KEYCHAINS



LIGHTERS



TECH ACCESSORIES

# 04 TRENDING COLLECTIBLES

# MAKE IT YOUR OWN.



## P480 PVC KEYCHAIN

**MOQ:** 100 units

**Decoration:** 7 colors max

**Turnaround:** 10 - 12 business days



## P366 SCREEN PRINTED POSTER

**MOQ:** 100 units

**Decoration:** 6 colors max or CMYK

**Turnaround:** 2 weeks



## P502 LIGHTER

**MOQ:** 100 units

**Decoration:** Full color

**Turnaround:** 8-10 business days



## P507 INSULATED TUMBLER

**MOQ:** 48 units

**Decoration:** 1 color imprint or laser

**Turnaround:** 10 - 12 business days



## CUSTOM SNEAKERS

**MOQ:** 1 pair

**Decoration:** Full color

**Turnaround:** 3 - 4 weeks



## IPHONE TOUGH CASE

**MOQ:** On demand

**Decoration:** Full color

**Turnaround:** 6-9 business days



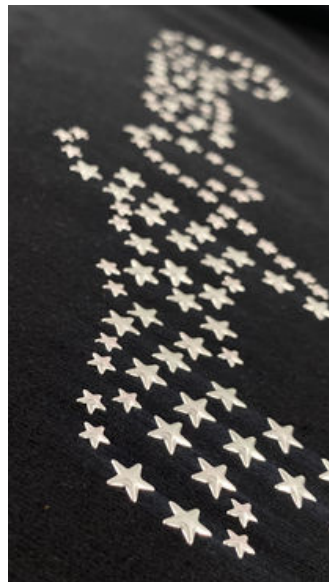
# RHINESTONE RESURGENCE

With brands like Ed Hardy becoming popular in the mainstream again, we're seeing a modern twist on retro aesthetics with the use of rhinestones & nailheads making an appearance.

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RHINESTONES



NAILHEADS



# INDIE SLEAZE

Grunge is making a comeback. Gen Z is embracing a less polished aesthetic with oversized tees, faded prints, and rips & tears.



## WASHDOWNS

Washing down the garment after printed to achieve a faded, vintage look.



## CUTS & DISTRESS

Adding grinding on the edges, cuts, and distressing the garment to achieve a worn look.





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# ALL OVER PRINTS

Breaking through the bounds of traditional screen printing with designs that stretch seam to seam.



## ALL OVER PRINTING

MOQ: 144 units

Decoration: 4 colors max

Turnaround: 5-7 business days





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# ECLECTIC GRANDPA

Chunky knits, cardigans, and corduroy make their way onto the streetwear scene. So far this year #grandpacore has garnered over 17.5 million views, #grandpastyle has hit 13 million on TikTok.

MAKE IT YOUR OWN.



**P376 KNIT SWEATER**

**MOQ:** 100 units

**Decoration:** 6 colors max

**Turnaround:**

Sample time 3-7 days

Production time 10-20 days



**1119 CORD CAP**

**MOQ:** 50 units

**Decoration:** Embroidery, patch

**Turnaround:** 5-7 business days



**P360 CORDUROY JACKET**

**MOQ:** 500 units

**Decoration:**

Choose body color, interior liner, zipper, neck label, front logo, back artwork.

**Turnaround:** 4 months

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# PREP SCHOOL COOL

Collegiate-inspired wear and preppy aesthetics will continue into 2024, marked by chenille and varsity jackets and varsity jackets.



# MAKE IT YOUR OWN.



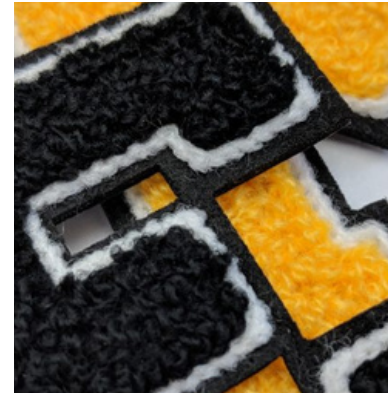
## VARSITY JACKET

MOQ: 25 units

### Decoration:

Customize with embroidery & chenille patches.  
Patches can be placed on front, back, & sleeves.  
Wool body with choice of genuine or faux leather sleeves.

Turnaround: 20-25 days



### CHENILLE

Tufted fiber that gives these patches a raised look and super soft feel.



### FAUX LEATHER PATCH

Faux leather with satin stitch.



### EMBROIDERED PATCH

Made from 100% stitches and a fabric backing.



### SUEDE PATCH

100% polyester suede, animal friendly and more durable than real suede.



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## STREETWEAR SPORTY

Jerseys are making a bold and stylish statement, infusing sports-inspired fashion with a fresh and unisex appeal. Track jackets & windbreakers are also making an entrance.



MAKE IT YOUR OWN.



### P479 SUBLIMATED JERSEY

**MOQ:** 50 units

**Decoration:** Sublimation

**Turnaround:**

Sample time 4-7 days

Production 12-16 days for 50-300 units

Production 15-20 days for 500-1,000 units



### P448 MESH SHORTS

**MOQ:** 50 units

**Decoration:** Embroidery, transfer

**Turnaround:** 5-7 business days



### S354 WINDBREAKER

**MOQ:** 50 units

**Decoration:** Sublimation

**Turnaround:** 7-10 business days



**Tap in to  
the trends.**

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