

TOP EIGHT T-SHIRT TRENDS

SPRING / SUMMER



!nk

LET'S TALK TRENDS.

Here at **Ink Custom Tees** we came to the realization that a trend doesn't start as a "trend," but it starts as an intentional action flowing from one person's passion. We don't want to simply tell you the trends - we want to inspire and encourage you to turn your passions into trends!

Here are 8 of our favorite Spring/Summer trends.

1. LIVE IN COLOR
2. GET WILD
3. STAY COOL
4. COMMUNICATE
5. LOOK FRESH
6. PRIVATE LABEL
7. RETRO GARMENTS
8. TELL A STORY



We are one of the largest and longest-standing screen printers in the South. For over 30 years we have been passionate about building brands and setting trends.

You may not have heard of us, but we guarantee you've seen us.



LIVE IN COLOR

Shirt COLOR is arguably the #1 thing people consider when they choose their daily outfit, so let's lean on the experts.

Here are our recommendations based on the **Pantone**® fashion spring colors.



"MEADOWLARK"

BELLA + CANVAS 8430 - YELLOW GOLD TRIBLEND



"LITTLE BOY BLUE"

CANVAS 3001 - HEATHER COLUMBIA



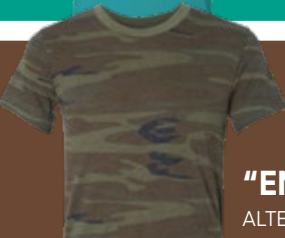
"PINK LAVENDER"

NEXT LEVEL 1533 - LILAC



"ARCADIA"

NEXT LEVEL 3600 - TAHITI BLUE



"EMPERADOR"

ALTERNATIVE 1973 - CAMO



"SPRING CROCUS"

CANVAS 3413 - BERRY



"CHERRY TOMATO"

COMFORT COLORS 6030 - PAPRIKA



"CHILI OIL"

COMFORT COLORS 9360 - BRICK



"BLOOMING DAHLIA"

BELLA 8809 - PEACH



"ULTRA VIOLET"

GILDAN HAMMER H000 - VIOLET



"ALMOST MAUVE"

BELLA + CANVAS 8803 - HEATHER DUST



"LIME PUNCH"

CANVAS 3480 - NEON GREEN

GET WILD

IT'S BACK! 80'S & 90'S PATTERNS

If you haven't noticed, the 80's and 90's are back and are taking the fashion world by storm!

Don't be afraid to get a little wild with it. Play with bright colors and crazy patterns, then try to find creative ways to use those elements in everyday objects.

For example, put your own spin on it, like our favorite radio and cassette tee!

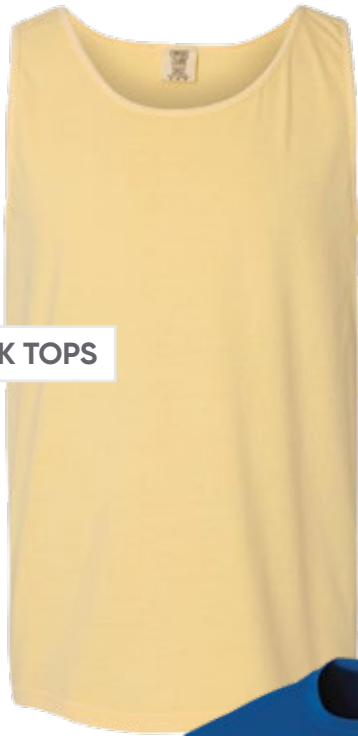


BELLA & CANVAS 3413 TRI-BLEND
3.8 OZ | 50/25/25 POLYESTER/RINGSPUN COTTON/RAYON
UNISEX SIZING | TAPERED FOR A RETAIL FIT

STAY COOL

Beat the heat!
Make sure your customers are nice and cool in these popular
tank tops and performance tees

1



2



3



TANK TOPS

PERFORMANCE

4



5



1. COMFORT COLORS - HEAVYWEIGHT RINGSPUN TANK TOP - 9360 BUTTER
2. BELLA + CANVAS - WOMEN'S FLOWY RACERBACK TANK - 8800 ATHLETIC HEATHER/WHITE
3. BELLA + CANVAS - UNISEX JERSEY TANK - 3480 LEAF
4. SPORT-TEK POSICHARGE COMPETITOR TEE - ST350 TRUE ROYAL
5. SPORT-TEK LADIES POSICHARGE ELECTRIC HEATHER SPORTY TEE - LST390 MAROON ELECTRIC

COMMUNICATE

Font choice can make or break a design. We are already seeing bold serif and sans serif fonts trending. Whether it's a simple statement tee or a full illustration, the font you pair your design with is crucial!

Great fonts can be difficult to find, so that's why we decided to share our favorite sans serif and serif fonts!

SANS SERIF

DDC HARDWARE
GOTHAM BLACK
TRADE GOTHIC



What are serifs? Serifs are these little guys on each letter known as feet!

serifs



MAJESTIC BANNER
Bodoni 72 Oldstyle
KLINIC SLAB





LOOK FRESH

New brands and garments come out every year, and there are so many to love! There are two in particular that we've fallen in love with (and so have our clients).

BELLA + CANVAS HEATHER PRISM

"PRISM brings new innovation to the Heather category. It was created by re-engineering the heather yarn spinning and fabric dyeing processes to create stunning halftones and never-been-seen before dimension." - Bella + Canvas

Ink Note: This shirt actually feels as comfortable as it looks!



"Gildan's newest premium t-shirt is a modern take on a classic! It's substantial - The 6-oz. fabric makes the Gildan® Hammer undeniably robust. It's soft - 100% combed ring spun cotton offers all day comfort. You'll want to wear this t-shirt again and again. It's colorful - The collection is available in a modern palette of 30 shades, including 9 fashion colors, which are new to the Gildan® line." - Gildan

Ink Note: It fits and feels like Comfort Colors, but it's MUCH more affordable!

PRIVATE LABEL

When establishing your own brand, it all comes down to the details. Printed neck tags aren't just comfortable – they add legitimate value to your brand. When your customers see it, they will know that they've got a shirt that is one of a kind – tailored just for them.

	WASH COLD NON-CHLORINE BLEACH TUMBLE DRY LOW DO NOT IRON
	 100% RINGSPUN COTTON
L	FAITH IN ACTION
FELLOWSHIP OF CHRISTIAN ATHLETES	

SINCE 2015	
AG GROWS	
CULTIVATING THE FUTURE	
Authentic Apparel	
WASH COLD • NO CHLORINE BLEACH TUMBLE DRY LOW • DO NOT IRON	XS  100% RINGSPUN COTTON

nativ[®]

l i v n a t i v . c o m

S

machine wash warm, inside out, with like colors,
only non-chlorine bleach, tumble dry low, medium
iron, do not iron decoration, do not dry clean.



**SAVE
THE
STORKS**

LOVE • COMPASSION • ACTION

M

MACHINE WASH WARM // TUMBLE DRY //
BE KIND // MEDIUM HOT IRON // DO NOT IRON DESIGN //
USE ONLY NONCHLORINE BLEACH // VALUE LIFE

SAVETHESTORKS.COM

RETRO GARMENTS

Retro is trendy. It's everywhere - in music, movies, tv shows, home decor, and arguably most of all . . . **in fashion.**

Here are some trendy garments that have made a huge comeback.



A

THE RAGLAN

BELLA+CANVAS 3200

The classic baseball tee takes on a fresh update with a super soft blend of combed and ring-spun cotton, a modern fit, three-quarter contrast raglan sleeves and crew neck with contrast trim.

A

THE VARSITY

ALTERNATIVE APPAREL 5082

This sporty colorblock tee is flatteringly feminine, made with vintage 50/50 jersey fabric for wearable, durable softness.

A

THE RINGER

ANVIL 988

The ringer tee is a vintage high school favorite. Pair it with a simple graphic for a clean look that pops with the contrast neck and sleeve trim.

TELL A STORY

Anybody can spread ink on cotton, but the best T-shirts are the ones that people actually wear. So what is the best way to get your tee in someone's weekly rotation? Colors, patterns, fonts and fabric will all help you offer a great product today, but t-shirts that tell a story will last a lifetime.



MACK'S PRAIRIE WINGS

When designing for Mack's, our goal is to bring the wearer back to what they're passionate about. When a hunter wears a shirt with a sunrise scene, full of ducks and dogs, they're instantly transported back to a place they love.



ST. JUDE CHILDREN'S RESEARCH HOSPITAL

Each month St. Jude releases statement tees resonating with everyone that wears them. We created this "We Won't Stop" design so that each supporter can tell their story of relentlessly pursuing a cure.



what is your story?
#MORETHANINK

FOR MORE TIPS AND TRENDS

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