

# TOP EIGHT T-SHIRT TRENDS

FALL/WINTER



!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 Fall/Winter Trends.

1. POP IN COLOR
2. WATERBASED
3. FULL FRONT PRINTS
4. SLEEVE PRINTS
5. ILLUSTRATIONS
6. PATCHES
7. GRADIENTS
8. FINISHINGS



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.



# POP IN COLOR

Garment COLOR is arguably the #1 thing people consider when they choose their daily outfit. Choosing the best color can be a hard decision. Thankfully, you can never go wrong with the classics.

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



**"QUIET GREY"**  
PANTONE 14-4107 TCX

**"ALMOND BUFF"**  
PANTONE 14-1116 TCX

**"SARGASSO SEA"**  
PANTONE 19-4031 TCX

**"MEERKAT"**  
PANTONE 16-1438 TCX

**"TOFU"**  
PANTONE 11-4801 TCX



**INDEPENDENT TRADING CO.**  
AFX4000Z | GUNMETAL HEATHER

**BELLA + CANVAS**  
3729 | HEATHER STONE

**BOXERCRAFT**  
Q10 SHERPA SMOKEY GREY

**INDEPENDENT TRADING CO.**  
EXP54LWZ | CLASSIC NAVY/SADDLE

# WATERBASED

Waterbased inks are the latest screen-printing trend for two reasons. They're eco-friendly and ultra-soft. See below for some close up examples.



## WHAT IS WATERBASED INK?

Compared to traditional inks that are made of plastics, waterbased inks are exactly what they sound like - based with water.

Instead of printing on top of the shirt, waterbased inks actually absorb into the shirt. The benefit of this is that the print is every bit as soft as the shirt itself.

So, say goodbye to those sweaty-back days. With a waterbased print, your artwork can finally feel as good as it looks.



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

# FULL FRONT PRINTS

Being based in the South, most of the designs we've seen over the last few years are front left chest and full back designs. Believe it or not, full front prints are coming back. As you can see from the design below, we're totally on board!



## BUYERS TIP: DOUBLE UP

Did you know that for you can double up your design on two different garment colors as long as the screens remain the same? Many brands utilize this strategy to diversify their line at no extra charge. Your quantities will also combine for a total price break!

WANT TO SEE MORE ART LIKE "SPACE FORCE"?

Head over to [inkcustomtees.com/portfolio](https://www.inkcustomtees.com/portfolio)

# SLEEVE PRINTS

Sleeve prints are one of the fastest growing trends we've seen lately. It's a great way to make a statement or show off your brand in a unique way. You can keep it simple with a one-color print, or go crazy and use two or three colors. Regardless, if you're printing on a long sleeve garment, we highly recommend adding this trend.



1. BELLA + CANVAS - UNISEX TRIBLEND LIGHTWEIGHT HOODED FULL-ZIP TEE - 3939 MAROON TRIBLEND
2. ANVIL - LIGHTWEIGHT LONG SLEEVE HOODED T-SHIRT - 987 HEATHER BLUE
3. INDEPENDENT TRADING CO. - MIDWEIGHT HOODED PULLOVER SWEATSHIRT - SS4500 ARMY HEATHER
4. COMFORT COLORS - GARMENT DYED HEAVYWEIGHT RINGSPUN LONG SLEEVE T-SHIRT - 6014 ICE BLUE

# ILLUSTRATIONS

Nothing will make your shirt stand out more than having a one-of-a-kind custom illustration printed on it. In the fast-growing, highly competitive market of apparel brands, this might just be the edge you're looking for.



## NEED HELP FINDING AN ARTIST?

You know that's what we do... right?

View our work at [inkcustomtees.com/portfolio](https://www.inkcustomtees.com/portfolio)



# PATCHES

## CUSTOM HEADWEAR

There are many benefits to offering custom headwear along with your apparel line. Many styles are OSFA (one size fits all), which means you don't have to guess on sizing. Also, it's much more socially acceptable to wear the same hat 3 times a week than it is a t-shirt!

**CAPTUER HEADWEAR**  
C55-CT // PINCH FRONT - COTTON TWILL



**CAPTUER HEADWEAR**  
C12-CTM // PRE CURVED TRUCKER - COTTON TWILL & MESH



## LEATHER APPLIQUÉ

Want to take your patch game to the next level? Featuring your design on a custom burned or debossed leather patch might be one of the most unique ways to show off your brand.



# GRADIENTS

Gradients have come full circle and we're seeing them everywhere. They are a quick and easy way to add some pop to the simplest designs! Try putting a gradient on a statement tee or use one to spice up your current logo tee. Trust us, people will love it.



# FINISHINGS

Make sure you're staying relevant and competitive by improving your distribution and packaging. Here are a couple of convenient (and impressive) finishing applications.

## HANG TAGS

Whether you're a brick and mortar retail shop or a fulfillment warehouse, you're going to have a hard time tracking your inventory without barcoded hang tags. For brands like St. Jude Children's Research Hospital, we print their UPC barcodes on labels customized with their logo, then hang tag them on the shirt tag. The moment they open their boxes, they're ready to start checking them into their inventory.

This is a must-have for any retail store.



## FOLDING & BAGGING

If you've ever opened a box of 100+ shirts and tried to grab 1 shirt from the center of the box for a customer, then you know the pain of disorder. Handling shirt inventory is a much better experience when your shirts are already individually folded and bagged straight out of the box.

Whether your brand is selling shirts at an event or picking them for online sales, folding and bagging is not just convenient - it's beneficial to your sanity.

Try it once. You may never go back.

# FOR MORE TIPS AND TRENDS

VISIT [INKCUSTOMTEES.COM](http://INKCUSTOMTEES.COM)



Follow us at:

[facebook.com/inkcustomtees](https://facebook.com/inkcustomtees)  
[instagram.com/inkcustomtees](https://instagram.com/inkcustomtees)  
[twitter.com/inkcustomtees](https://twitter.com/inkcustomtees)

**Ink Custom Tees**  
400 Casey Drive  
Maumelle, AR 72113

[info@inkcustomtees.com](mailto:info@inkcustomtees.com)  
800.727.8337 (Toll Free)

