



Trendbook

2018 SPRING / SUMMER



Eye-Dye



intro



Welcome to our 2018 Spring-Summer trendbook. For over half a decade we have been prognosticating and pontificating on trends as we see them in the marketplace. With color palates for the next season coupled with a look that fashion forecasters tie back to the colors - we take that market outlook and blend it with the view from runways we see in t-shirt trends to distill out the following pages.

Viewing our previous books online at <http://eye-dye.com/onlinestore/catalog-download/> you can see how some trends seem to hang around where others change subtly from season to season... what ever you choose to develop for your guests we can promise you our low minimums and full design team will allow you the best possible experience as you stack your shelves with the trendiest of garments your customers will clamor for!



300,012 views

intro Let us put our trend-forecasting skills to the test by allowing us to breakdown what exactly you can expect for 2018 Spring / Summer! *Created by: Sara Jiron*

View All 100 comments





top trends



***Color of the Year - Pantone 15-0343 Lime** -refresh and connect with nature as this shade of lime is seen extensively throughout fashion and home decor.

* **Gender Blur** - Fashion is morphing into a hybrid mashup between the sexes. Not assuming peoples pronouns - unisex or no gender specific clothing is being worn and bought these days vs. specific "mens" and "ladies" bodies

* **Athleisure** -The trend keeps growing. You notice it in all aspects of retail from mass to specialty stores. Why change your Lulu Lemons post workout? Branding your label with garments of the same caliber is a good way to ride this ever growing category.

***Trendless Clothing** - Find your style or look and go with it. Fashion is seeing an increased amount of consumers finding a look or "uniform" and sticking with essentials - not being swayed by the ever changing color, graphic and silhouette looks...



112,012 views

top trends These five key factors are the top trends that will contribute to future forecasting. We will see these trends throughout this season and season to come!

[View All 50 comments](#)





Eye-Dye



5 key components



120, 870 views

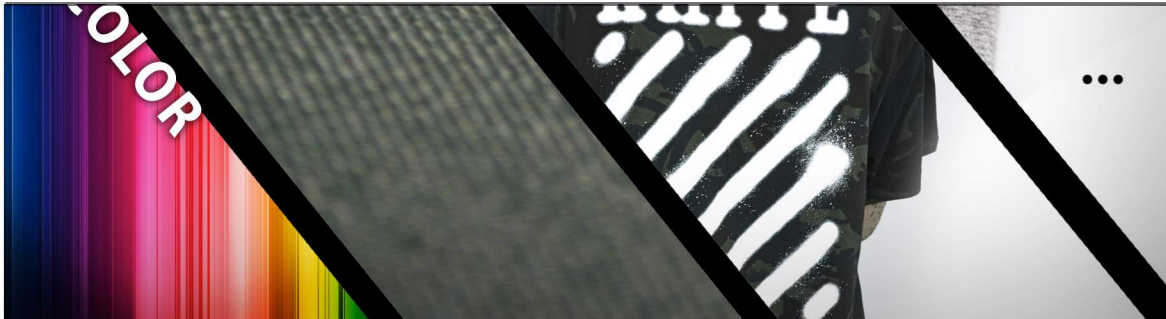
5keycomponents The above graphic displays the Five Key Components for Trends that allow people to execute great products correctly.

[View All 10 comments](#)





Eye-Dye

**120, 890 views**

5keycomponents The above graphic displays the Five Key Components for Trends that allow people to execute great products correctly.

[View All 10 comments](#)

5keycomponents Here are some details to help guide you through the 5 Key Components:

1. Color: Give color the diligence when it comes to trend apparel, moods should be set right. Trends offer a pallet of colors from season to season. Adhering to the Pantone Color System will help you navigate through endless color variations.

2. Material: From a pile of yarn to the finishing touch, this component covers the fabrics the garment is constructed from. Ring-spun, 18 Single, 30 Single - All these variables will effect the hand of the garment and the wearability.

3. Graphic: Though this is a sub-trend within itself, a good graphic can make or break a product. Some claim that this is the "most" important element.

4. Trim & Detail: From fraying to curling of edges, these are elements of this component.

5. Cut: JR, Missy, Extra Long, or Wide - These are just a few style options that can boost a product from good to great. Where some graphics may falter, a good cut can revive.





Eye-Dye



cycle of trends



323,196 views

cycleoftrends The above graphic describes who embraces the trends and shows when the majority of retail sales occur. Please notice 68% of sales for actual trend purchases are between Early Retail Brands and Main Stream.





Eye-Dye

**323,196 views**

cycleoftrends The above graphic describes who embraces the trends and shows when the majority of retail sales occur. Please notice 68% of sales for actual trend purchases are between Early Retail Brands and Main Stream.

View All 3 comments

cycleoftrends • Below the graphic describes who embraces the trends and displays where the majority of retail dollars/sales occur.

• The text above the graphic explains how the trend is actually forecasted.

1. Early ID is when a trend is seen on the runways in 1 or 2 collections.

2. Further Analysis is when the trend is seen in multiple collections around the world.

3. Early Retail Brands will then start to adopt these trends in the retail scene.

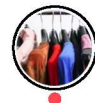
4. Directional Retail begins taking in the trend and so does the populace.

5. Mainstream means that the trend has now surfaced in almost all retail lines.

6. Discount Chains is where the "wave has crested" and merchandise with this trend is now discounted on the retail shelves.

The key is where to *get in* and when to *get out* of a trend. Too early and it's not relevant enough. Too late and it's already *been there and done that*. Take the leap just right.

The Cycle lasts 18 to 24 months from Innovators to Laggards. Typically, what you find trending in Europe for a year is in the USA the next year. *So take a deep breathe and jump in at the right time!*





africa rising 1



68 posts

420 followers

87 following

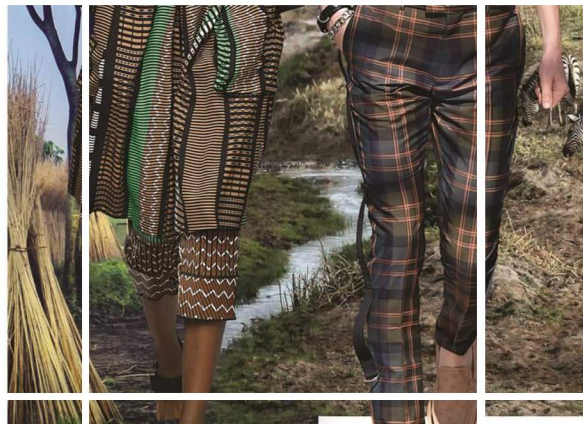
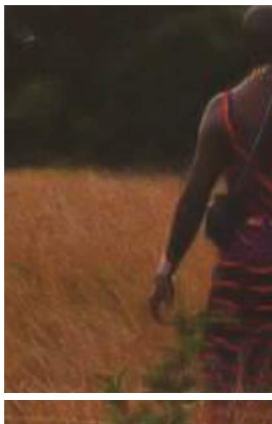
Promote

Edit Profile



Africa Rising turns our gaze to the burgeoning renaissance occurring across the continent. The momentum of its development has accelerated with intense business and financial investments fueling its upward progression. Africa is now a beacon for tech entrepreneurship with both Kenya and Nigeria being heralded as the Silicon Savannah. This economic infusion has fueled new energy on the creative side. Contemporary life is redefined in a new cross-cultural synthesis such as pattern mixing with traditional African elements. Black culture and the use of decorative backgrounds illustrate traditions of the past. This becomes evident with embroidery and applique details that perfectly contrast contemporary shapes and materials. This surge in positive creative energy is underscored by a fresh sense of pride as local creators and makers rise to inspire on a global scale

Email





africa rising 2



68 posts

420 followers

87 following

Promote

Edit Profile



Trend Traits:

- Wax Printing
- Utility with boldness

Color Theory:

- Woodlands Green
- Bright Orange
- Shamrock Green
- Beige

Materials Used:

- Hem
- Banana Silk
- Exotic Skins

Pattern Types:

- Media Mixing
- Geometric
- Abstract Animal Print

Email





69 posts

4359 followers

120 following

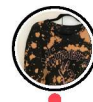
Promote

Edit Profile



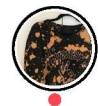
While the music of the 80's permeate the airwaves, let these tees with a fresh spin on the your favorite hard rock font give your customers a trendy souvenir shirt of their visit. Made with a 2 step process of subtraction before addition these shirts are crisp, clean and sure to resonate with your fashion forward visitors.

Email





rock series 2





53 posts

808 followers

145 following

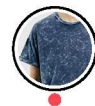
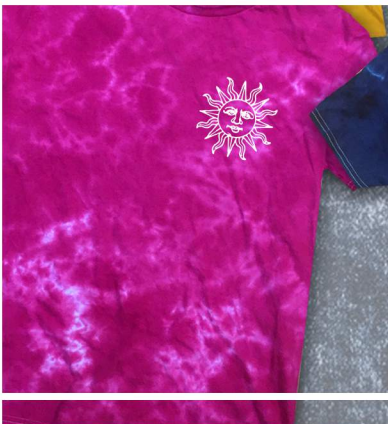
Promote

Edit Profile



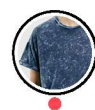
Creating a dark subtle effect for a mono tone dying process is perfect for this trend as traditional tie-dye originated in Africa. This one color treatment gives the guest a very handcrafted feel with a more subtle Artesian look compared to multicolored dying.

Email





bitter washes 2





museum of me 1



87 posts

365 followers

90 following

Promote

Edit Profile



Museum of Me celebrates the individual in the utmost form. Our world today is championing diversity from every angle and we are celebrating what makes us unique. This trend story is inspired by eclectic souls who see the world as their canvas, always presenting a strong sense of self from their wardrobes to their home. We look at museums as places that fuel creativity, igniting minds and imaginations through their extraordinary collections. Who said that art is only limited to painting a sculptures? Let's explore "the artist" as anyone who is daring enough to use who they are as a canvas, layering on what they love without any regard to others. In fact, it is often the combination of modern and traditional aesthetics that feels the most correct for this moment.

Email





museum of me 2



87 posts

365 followers

90 following

Promote

Edit Profile



Trend Traits:

- Eclectic
- Modern
- Contemporary

Materials Used:

- Pleated Sheen
- Sequins

Color Theory:

- Admiral Blue
- Dark Salmon
- Paradise Pink
- Neon Yellow

Pattern Types :

- Hand Drawn
- Fade Fresco
- Punchy Petals

Email





ivory krinkles 1



222 posts

850 followers

606 following

Promote

Edit Profile



Our monotone Krinkle dyes set against an Ivory white tee gives your guests a unique custom dyed tee augmented with a simplistic one color puff design sure fo allow an understated yet striking garment to give the discerning guest.

Email





ivory krinkles 2





spirits 1



124 posts

985 followers

212 following

Promote

Edit Profile



Inspiration from one of the hottest trends today gives you our latest creation. Spirit Subs combine the geometric hand dyed look and attention grabbing font style of a sleeve to sleeve back print on a butter soft bi-blended tee. The garment is hand dyed and printed in a Sublimation process to give a super soft no hand feel!

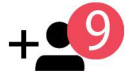
Email





spirits 2





colony 1



69 posts

120 followers

48 following

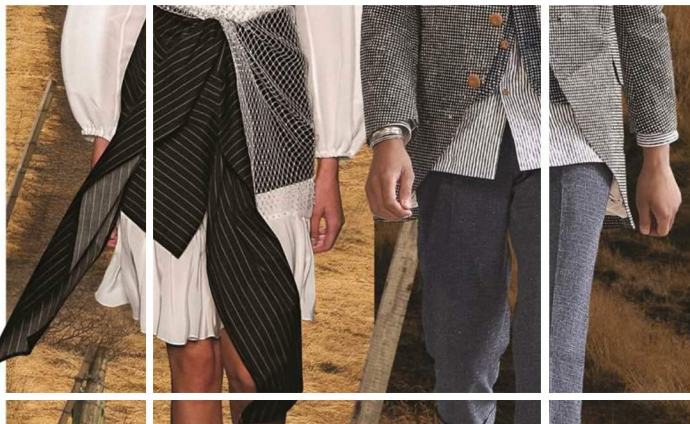
Promote

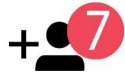
Edit Profile



Design is distilled down to the essentials in Colony. Through the use of modern architectural and a limited color palette, a unique and unexpected sense of sophistication appears both sensible and refined at once. This transferred into pure tailored silhouettes that are effortlessly constructed with minimal extraneous detail. Natural materials and rustic surfaces are essential, underscoring an emphasis on true craftsmanship. This recalls the makers movement influenced by Amish traditions and the hand crafters and artisans of Roycroft, a 19th century village of workers who were integral to the Arts and Crafts moment in the United States, and whose creed heralded the belief in working with the head, hand, and heart. With a focus on heirloom surfaces, deconstructed design, and industrial details, colony takes a farm -to-closet approach at contemporary dressing.

Email





colony 2



69 posts

120 followers

48 following

Promote

Edit Profile



Trend Traits:

- Modern
- Natural Materials
- Rustic Surfaces

Materials Used:

- Block Weaves
- Cotton
- Raw Denim

Color Theory:

- Night
- Soft Creams
- Pink Sand
- Woodlands Green

Pattern Types:

- Crafted Grids
- Dried Floral

Email





southern charm 1



133 posts

1002 followers

240 following

Promote

Edit Profile



From TV series to t-shirt lines this ubiquitous saying bundles up the look of this trend. Start with a Comfort Colors shirt and add your location and give your guests the look they are craving North or South of the Mason Dixon line.

Email





southern charm 2





retro 70's sub 1



687 posts

500 followers

112 following

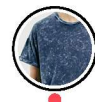
Promote

Edit Profile



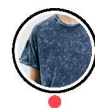
Yes the buttery soft feel of sublimation coupled with the trendy look of that throw back decade when bell-bottoms - disco and 3 channels of television was the norm. We give you the graphics that are sure to introduce your millennium clientele to the era when their parents were hitting their stride. Choose from crew - or v neck t-shirts - mix it up with a silhouette from this decade - a razor back tank. Available in over 8 colors these garments are guaranteed to give your apparel mix a much needed refresh!

Email





retro 70's sub 2





sixth sense 1



100 posts

535 followers

12 following

Promote

Edit Profile



Sixth Sense examines the union between technology and the human body. This trend defines our tech-obsessed society, which becomes increasingly parallel with virtual reality. Sight, smell, hearing, taste, and touch inform our experience of the world, and a new sensory perception emerges. Wearable technology continues to infiltrate our daily lives becoming more integrated with the human form. As a result, it becomes more fluid, soft, and pliable - a surprising contrast to its perceptions of the past. Key elements achieve extreme impact, from hydra-charged colors to surrounding performance tech materials. With a heightened sense of functionality, it's easy to get lost between worlds, and that's exactly the point

Email





sixth sense 2



100 posts

535 followers

12 following

Promote

Edit Profile



Trend Traits:

- Techy
- Active

Color Theory:

- Bright Yellow
- Sugar Pink
- Pale Tones
- Iridescent
- River Walk Grey

Materials Used:

- Sheers
- Velvet
- See Through

Pattern Types:

- Cellular
- Watercolor
- Futuristic/Optical Illusion
- Color Blocking

Email





tie-dye 1



332 posts

848 followers

956 following

Promote

Edit Profile



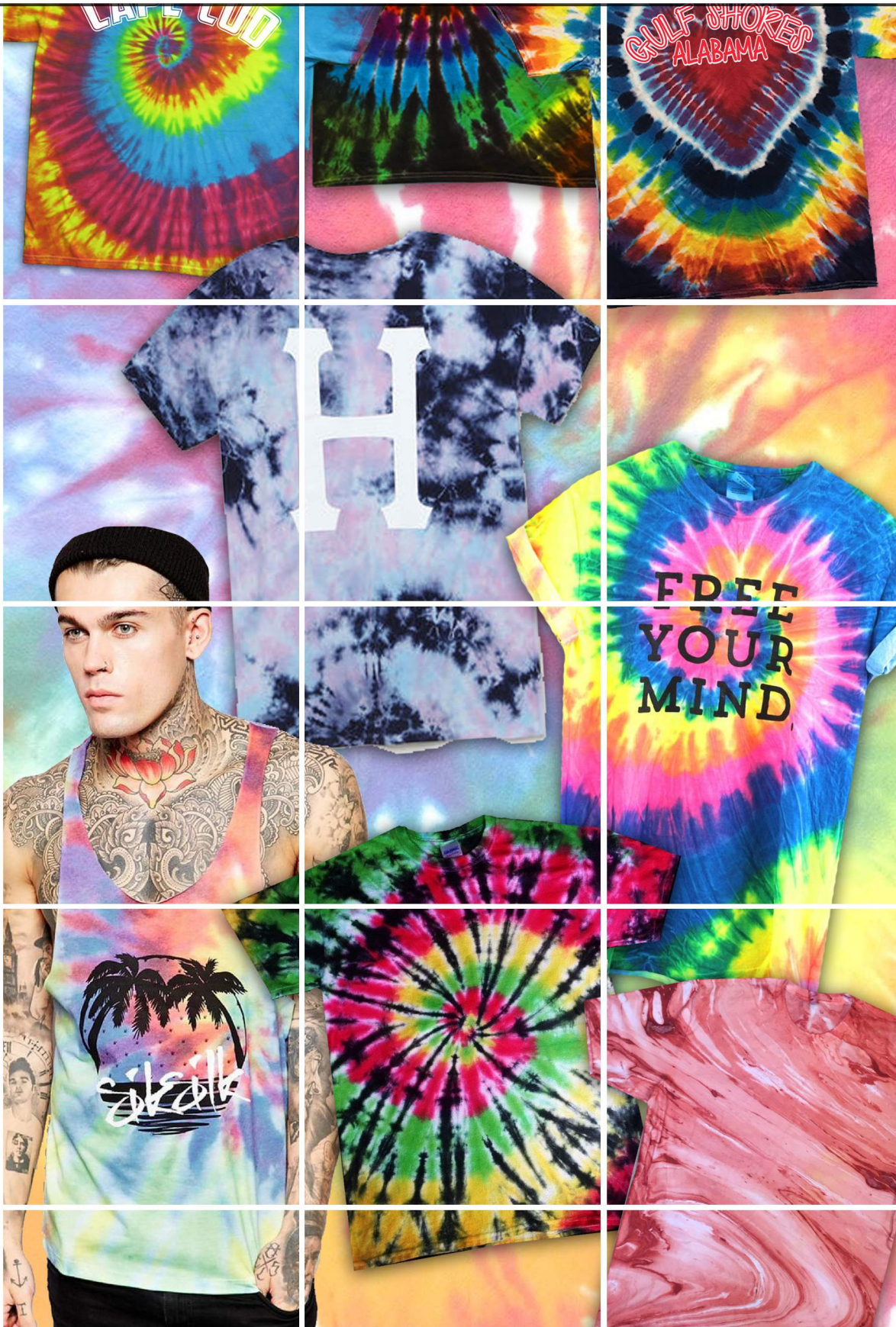
With 30 years of Tie-Dye under our belt we are continuously coming up with the newest trendy color-ways out today. Stay bright and bold for any day out and about. We utilize the trend palletes to make sure we always stay trend-on!

Email





tie-dye 2





sublimation 1



245 posts

278 followers

354 following

Promote

Edit Profile



Taking a quarter of a century custom dye and traditional screenprint experience on to the cutting edge process of sublimation. Our full on 100% poly subfimation we now can offer from unisex to junior tees and any garment in between ... We are the out of the box decorator for your next apparel promotion calling for the uniqueness of this next generation printing.

Email





sublimation 2



WWW.EYE-DYE.COM

Eye-Dye

