

TREND REPORT

FALL & WINTER 2009

OLD IS NEW AGAIN

'80s and '90s: Oversized tops in bright neon colors with broad shoulders; angular shapes, acid wash is back.

Vintage Rocker: Tattoo and music-inspired graphics on destroyed shirts; denim with ripped accents, retro patches.

Country Grunge: Super relaxed silhouettes; plaids, small florals and liberty prints.

New Nostalgia: Classic pieces bought as investments; 40s-inspired styles with structure, draping, gathers. Layering of textures and colors.



FABRIC FOCUS

- **Distressed to Impress:** Slub or textured styles with unfinished edges, acid treatments and ripped and torn accents are casual and cool.
- **High-Performers:** Moisture-wicking, odor-controlling fabrics are moving from the gym to everyday styles.

DT240



109050



RH34, RH35

THE BUZZ ON BAGS

- Unstructured bags with an ethnic influence are big this season.
- Durable nylon or canvas messenger bags are pulling double duty as carry-ons.
- Leather and canvas totes—in formed or unstructured shapes—are mixing practicality with all-season style.

HARMONIZING HUES

The fall and winter palette mixes vibrant colors with warm, subdued tones. Look for these colors not only in clothing...but in decoration, too.

Muted and powdery, **dusty pinks** are making a fresh appearance.

Golden yellows and mustards offer traditional autumnal color.

Strong reds with orange undertones continue to make an impact.

Frequently paired together, **pale purples** and **mushroom browns** offer understated contrast.

Greens are migrating from yellows to warm olive, khaki and dark evergreen.

Blues are being celebrated across the spectrum with cool blue grey, royal blue, light turquoise and indigo.

Gingery metallics are punching up the palette with sparkle.

CAPTIVATING CAPS



DT604

The explosion of colors and different knits make beanies versatile must-haves.



NE400

Surfer/skater flat bills continue to make the street scene. Clean fonts, raised embroidered stitching and low-shine fabrics are head-turning treatments.

Yobo Promo Inc dba Image Foundry
 119 S. First Ave.
 Arcadia, CA
 91006
 (626) 447-7793
 sofia@imagefoundry.net