

2017 Fall Spirit Wear Guide

This fall 74.6 million students in the U.S. will walk the halls of schools all over the country. This creates outstanding profit opportunity for spirit wear and fall apparel. Here are some fresh and unique ideas for creating this year's most popular spirit wear trends.



TREND: "SLOUNGEWEAR"

Worn for both sportswear & lounge-wear, this comfy-fit tee is perfect for multiple markets including spirit wear, athletic wear, or even corporate apparel.

SanMar®: Item #DM465
CAD-CUT® Glitter Flake™ Navy & Gold

Thin and light-weight fabrics play great value in wardrobes. Offer your customers the best this fall with these two garment styles.

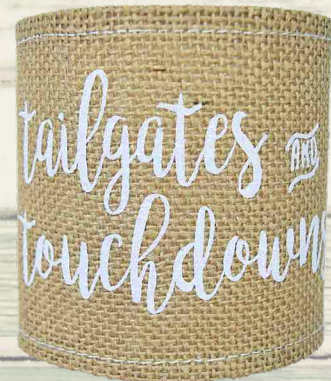
TREND: UNIQUE PLACEMENTS

Big and bold graphics like this pant leg "wrap-around" print on the side of the sweatpants are a popular trend in large sportswear retailers.



Boxercraft®: Item #DM465
CAD-CUT® Fashion Film® Columbia

GAME DAY ACCESSORIES



Get game day ready by offering personalized monogram hair bows.

Tailgate Totes are the ultimate accessory to add into your offering.

Personalize a can koozie for your customers for easy add-on sales.

Viv&Lou™: Item #M5000VL
CAD-CUT® Fashion-FILM® Metallic Gold

Viv&Lou™: Item #M740
CAD-CUT® Fashion-FILM® Metallic Gold & CAD-CUT® Flock White

Viv&Lou™: Item #M245
CAD-CUT® Glitter Flake™ Rainbow White

TREND: BOHO CHIC

Add bright, fashionable elements such as flowers, arrows, feathers, and patterns to your graphics.

Distressed, weathered looks can be achieved in seconds using screen printed transfers from Transfer Express.



Kavio: Item #GJP0666
Goof Proof® Screen Printed Transfer



Kavio: Item #WJP0670
CAD-CUT® Glitter Flake™
Mint & CAD-CUT® Patterns
Bohemian



Boxercraft: Item #S86B
CAD-CUT® Premium Plus™ Metallic Gold
CAD-CUT® Glitter Flake™ Rainbow White

TREND: FRONT-RACER NECKLINE

Athletic apparel continues to evolve to be more fashion forward. This open mesh front racer tank is a trendy piece, popular for cheer and dance teams this fall.

Add dimension to your graphics by creating "broken text" or "punch-through" text effects.

TREND: GLITTER KNIT FABRICS

Glitter knit fabrics are a favorite for spirit wear. Pairing garments like this with CAD-CUT® Glitter Flake™ makes for the ultimate glitter finish and a best seller with cheer and dance teams.



J. America: Item #8236
CAD-CUT® Glitter Flake™ Rainbow White & Gold

Cheer and Dance spirit wear offers a variety of unique trends that can be incorporated into workout gear, camp apparel, and everyday wear.

TREND: BLING BLING

Pairing CAD-CUT® Glitter Flake™ on glitter knit fabrics is the perfect way for your fans to stand out in the crowd. For an ultimate bling finish pair CAD-CUT® Glitter Flake™ & Hologram.

J. America: Item #8860
CAD-CUT® Glitter Flake™ Navy
CAD-CUT® Hologram Gold



TREND: SLEEVELESS HOODIE

Sleeveless sweatshirts are a retail-inspired garment trend that is popular for athletic wear and fan wear. It can be worn by itself or paired with a contrasting long-sleeve tee.

Pennant: Item #8218

CAD-CUT® Fashion-FILM® Navy & White



These fleece garments have a lightweight feel and soft hand when paired with a light transfer such as Goof Proof® and Fashion Film®.



TREND: SHORT SLEEVE SWEATSHIRT

This form-fitting, retail-inspired shirt is the perfect alternative for ladies. Pair light-weight graphics with Transfer Express® screen printed transfers for a "barely there" feel.

Boxercraft: Item #R32CAR

Goof Proof® Screen Print Transfer

TREND: FAN JERSEYS

The popular "game-day" jersey innovated to have a slimmer fit and softer feel. The use of spandex mesh creates a more relaxed feel and look from the classic poly-mesh.



Boxercraft: Item #M10N

CAD-CUT® Glitter Flake™ Rainbow White & Periwinkle



S&S Activewear: Item #4437 & #3037

CAD-CUT® Fashion-FILM® Columbia, Metallic Gold & White

TREND: JERSEY TEES

Incorporating the double stripe on the sleeve, Rabbit Skins recreates the "game-day jersey" for a comfortable t-shirt style in children's apparel.

TREND: VERTICAL TEXT

Vertical graphics are popular with both men and women's apparel. Left chests or long sleeves are a top choice for placement.



Take spirit wear to the next level with soft, vibrant foil prints.

Pennant Sportswear: Item #5211

CAD-CUT® Premium Plus™ Navy

CAD-CUT® Adhesive & Coral Foil

TREND: SPLIT TEXT EFFECTS

Look like the pros by incorporating split text in your designs. These trendy graphics create unique, multi-color finishes with "color block" effects.

Pennant Sportswear: Item #5219
CAD-CUT® Fashion-FILM® White
CAD-CUT® Adhesive and Silver Scales Foil

TREND: SCUBA NECK HOODIE

Hoodies have always been the "go-to" garment for fall fan wear. Offering the scuba style hood with laces creates a more fashion-forward hoodie style.

Help your customers represent their team in style by using special effect materials for split text graphics like Foil and Glitter Flake™.

Pennant Sportswear: Item #5628
CAD-CUT® Glitter Flake™ Periwinkle
CAD-CUT® Adhesive and Navy Foil

TREND: TONE-ON-TONE

Inspired by urban wear, tonal prints deliver a retail-ready minimalistic look on spirit and athletic wear.

Heat press with Foil or CAD-CUT® Glaze to give tonal prints a metallic, glossy finish.



Bella+Canvas: Item #3650
CAD-CUT® Flock Black
CAD-CUT® Adhesive & Black Foil

TREND: TYPOGRAPHY

Often seen in retail, this unique typography trend is the perfect look for spirit wear this fall. Using bold fonts with no holes in text creates a fun, and stylish look.



Boxercraft: Item #YT19F
CAD-CUT® Glitter Flake™ Gold

TREND: COLOR BLOCK

This textured, vintage heather garment with color block hood, rib cuff, and waistband is the perfect hoodie style for fall. Color block garments, make it easy for matching the graphic to the contrasting color.



Pennant Sportswear: Item #7250
CAD-CUT® Fashion-FILM® Metallic Gold & Navy



see these looks printed live at tinyurl.com/stvfallguide

