



Family Day is February 18th



Hot Trends

The Advertising Specialty Institute, (ASI), has shared with its membership the hottest trends for promotional apparel for 2019. Likewise, we are happy to share their findings with you.

“Promo and retail have never been closer, which means it’s never been easier to make both a brand and fashion statement.”

- A Finer Flannel

It used to be we only saw our Grandfathers wearing flannel. Now all ages are wearing it. It will continue to be a major force in 2019 because plaid combines a nostalgic look with a cozy feel that is perfect for so many seasons and events.

- Heavenly Heathers

Not only found in T-Shirts and Hoodies, heather colors can also be seen in soft shell performance jackets as well as crossing over into accessories, like journals. They provide a rich texture like leather, but at a much lower cost. STORMTECH notes that, *“Companies are increasingly looking to get away from the traditional corporate colors of black and navy and are wanting other more fashion forward, but still neutral, colorways. Heather colors provide a unique*

textured look to the fabric with a high perceived value, but are still subtle enough that they don't detract from the corporate logo you add."

- Athleisure with Attitude

Athleisure garments effortlessly cross demographics, social settings and uses while combining comfort and performance. Look for new cropped apparel choices and even a move to short sleeved hoodies. Heather colors dominate in this category too for 2019.

- Accessories Worth Adding

New and hot this year is the Nomad bag, a combination backpack and satchel that we see every line introducing. A lot are in heather fabrics and/or with plaid linings. The paisley bandana is also popping up at retailers and will be a wardrobe staple. We can incorporate your logo into a paisley design effortlessly. Bandanas are a great item that is low in cost but still carries high impression counts.

For all the hottest styles, be sure to visit our showroom. New 2019 samples are arriving daily. The coffee is always on!

- Team ***MOBO***