



ALTERNATIVE®

TREND REPORT SP18

5

OF SPRING'S
HOTTEST TRENDS

AMERICANA

COLORBLOCKING

SHADES OF PURPLE

THE WHITE TANK

ATHLEISURE

1 Americana Never Goes Out of Style

We're all searching for our own American dream. That's why stars and stripes, and good old red, white and blue never go out of style – and designers keep reimagining these timeless classics.

This trend is playing out in streetwear's red, white and blue color pops, bold diagonal stars-and-stripes patterns, and understated U.S. flag-inspired colorblocking.



c



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e



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g

2 Say Yes to Color

The runway and retail guide hot color trends, and this spring is no different. We're excited for spring's color palette of bright, saturated hues that people are wearing in monochromatic tones or dramatic colorblocking.

Items featured on this page a.1927E1 Meegs Tank b.5103EA **NEW** Eco Ringer Tee c.5094BP **NEW** Ringer Cami Tank d.1927EA Printed Meegs Tank e.1998EJ Marine Side Panel Tank f.2089EA Baseball Tee g.1010CG **NEW** The Outsider



3 Shades of Purple

In a nod to visionary musical icons like Prince, the Pantone 2018 Color of the Year is Ultra Violet: Complex, cosmic and contemplative, this mystical purple symbolizes discovery and limitless possibilities.



4 The White Tank

Take advantage of one of the season's hottest trends: the white tank. This style is set to be a spring and summer favorite.

"We design wardrobe staples, like the tank, in modern fabrics and fits, balancing simplicity and style."

CAROLINE, DESIGN MANAGER, ALTERNATIVE

Items featured on this page *a.*1927E1 Meegs Tank *b.*5050BP The Keeper *c.*9575F2 The Champ *d.*1010CG **NEW** The Outsider *e.*4871C1 Classic Tank *f.*5054BP Backstage Tank *g.*6022G2 Float Tank *h.*5092BP VIP Tank *i.*3096B2 **NEW** Slinky Cami



5 Athleisure Reimagined

Athleisure isn't going anywhere quite yet, and it's getting another makeover in 2018. Our selection of head-to-toe athleisure wear is designed with busy lifestyles in mind.



Think of it now as elevated sportswear, with athletic references and details, and unusual styling and construction. Athleisure also is nodding to '90s urban wear, incorporating anoraks and windbreaker silhouettes from super-casual to dressier versions.



“You’ll see athleisure inspired by classic athletic, surf and outdoor utility looks... At the same time, designers are celebrating femininity using soft fabrics and flattering fits.”

CAROLINE, DESIGN MANAGER, ALTERNATIVE

Items featured on this page
a.5104BP **NEW** Team Player Tee b.8630FH Lounge Short
c.8629FH School Yard Hoodie d.5284FH Victory Short