



Welcome to the January Newsletter!

Happy New Year from all of us here at Vantage!

Starting off a new year means a completely fresh start. It's a time to set goals, embark on new opportunities, and plan for all that's to come. To help you hit the ground running, we've curated a list of the top trends we expect to see dominate 2022!

TRENDS



Sustainability

A trend we've seen grow exceptionally over the past few years; sustainability is a topic that's here to stay. Shopping consciously and choosing garments made from recycled materials is an awesome way to keep the planet in mind. Here at Vantage, we've been expanding our Earthwise collection and only plan to continue doing so in 2022.

[Styles Featured: Trek Hoodie 8063, 8062]

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Elevated Comfort

Working from home has completely shifted how we go about our daily lives, especially how we dress. A lot of us have become accustomed to remote work but have now begun to reenter the outside world. This hybrid has created a need for clothing that is both comfortable and work appropriate.

[Style Featured: Grace Flow Cardigan 8068]

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Gender Neutral

Unisex styles are the future of fashion. Over the past few years, many companies have begun to embrace clothing styles without labels based on gender. In 2022, we can only expect to see an increase in unisex styles that are fit for all.

[Style Featured: GILD1850 Gildan® Heavy Blend™ Adult Hooded Sweatshirt]

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Modern Preppy

The classic, clean-cut preppy look always makes a resurgence every few years. In 2022, it's back again with sleek silhouettes and crisp layering styles. Inspired by collegiate-varsity vibes, this trend is nostalgic and modern all at the same time.

[Styles Featured: Sandhill Dress Shirt 1250 & Mesa Vest 3135]

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Better Made Basics

Going hand in hand with sustainability, investing in quality pieces has become a huge trend as of late. Rather than buying low-quality items that last a short amount of time, consumers are instead opting for items that are built to last.

Next time you want to buy more, consider buying better and smarter.

[Styles Featured: Marco Polo 2001 & 2000]

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Varsity Block Lettering

Going along with the “Modern Preppy” trend, varsity block lettering is a great design idea for your next order. An awesome look for sweatshirts, sweaters, and t-shirts, this design style is nostalgic and cool.

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Alternate Logo Placement

If you want a super easy way to spruce up your logo, try opting for alternate placement on your garment. Some great options are a vertical placket placement, upper shoulder, or the sleeve cuff.

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Monogramming

A great way to add a personalized touch, monograms are a subtle and classic addition. Whether you're adding a name or initials, monogramming is always a fantastic personalization that is sure to make its wearer feel special.

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THE WHOLE PACKAGE

Drop-Ship Services

With remote work allowing employees to work from here, there, and everywhere, drop-ship services are an exceptional resource to take advantage of. We eliminate the need for third party services by shipping directly to employees, creating a cheaper, faster, and more seamless process.

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