

2 0 2 4

SPR/SUM TREND - REPORT

50+ NEW TRENDING DESIGNS

[VISIT OUR
DESIGN GALLERY](#)



[CONTACT A
CAMPUS MANAGER™
TO GET STARTED ON
AN ORDER TODAY!](#)

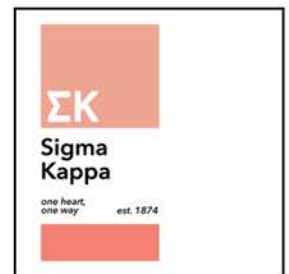
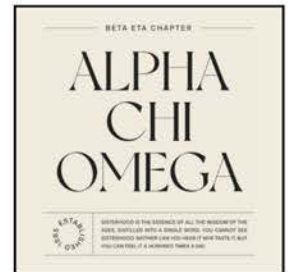
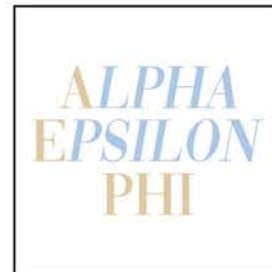
TRENDS

BY UNIVERSITY TEES



12 NEW PRODUCTS

MINIMALIST *Type*



We let the fonts do the talking in these timeless designs fit for any occasion. From PR orders, philanthropy events, to recruitment, the ideas are endless with this category!

INTRODUCING...

ALPINE GREEN!



Our brand new essentials color just dropped! Available in our *Boyfriend Hoodie, Sweatshorts, and Rib High Neck Tank.*

START A GROUP ORDER FOR YOUR CHAPTER TODAY!

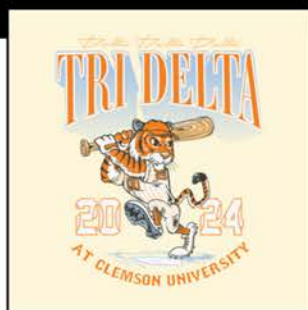


IVY LEAGUE *mascots*



Create a campus legacy with our Ivy League mascot designs! The perfect way to combine the energy of campus life with personal style. Work with your Campus Manager™ to create something iconic for your campus or chapter.

*** All college licensing varies! Be sure to talk to your Campus Manager™ to better understand your college license! ***



TRENDING ON CAMPUS // TRENDING ON CA



MATCHING SETS

Matching sets are THE perfect staple for your chapter to stand out on campus. Your members will love the comfort + simplicity of picking out their new go-to class outfit.



DESIGN WITH OUR PUFF PRINT

Coquette

2.0



Trend of the year: Coquette!! We loved diving into coquette elements in the fall, so we created even more designs! These precious designs are perfect for chapter PR orders and will be a hit around campus.

Our essentials matching sets make the PERFECT apparel!



NEW TRENDING DESIGNS

Retro PIN UP

Step back in time and embrace the timeless allure of the Retro Pin-Up collection, where vintage charm meets modern style.

Inspired by the iconic pin-up girls of the mid-20th century, this design category captures the spirit of sass, sophistication, and unapologetic glamour.



POPULAR
FOR
FRATERNITY!





Borders + GRIDS



Where line-work and geometric elements meet! These designs convey a sense of modernity, boldness, and sometimes a touch of rebellion. Put these in pastels for a soft gentle feel or go bold with primary colors for a classic street-style look.

