

FANWEAR

TREND GUIDE 2022-2023



LOOKS CURATED BY TREND EXPERTS

JENNA SACKETT & KELLY WALTERS

We're excited to bring you these trending fanwear looks to help you stay ahead of the crowd! Whether you're already decorating fanwear, or looking to expand into this market, we've curated some of the latest looks to help set your garments & accessories apart. We hope these looks inspire you to create more on-trend items & drive more profit with add-on accessory sales. We're thankful to our industry partners and blank apparel suppliers for their expert knowledge on the latest in-demand styles. If you'd like to learn more about some of the looks created in this guide, make sure to check out the videos in each section. To connect with a Stahls' expert about the products we used to bring these looks to life, please click this link to set up a chat [Calendly.com/stahls-success](https://calendly.com/stahls-success).

HAPPY FANWEAR DECORATING & GO TEAM!!

- Jenna Sackett &
Kelly Walters



BLANK APPAREL AND ACCESSORIES SPONSORED BY:



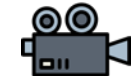
TREND: Y2K/VINTAGE EDIT

Vintage, but make it trendy. These looks are being made popular again by TV shows, celebrities, athletes, and even social media. From crop tops with bubbly text and throwback sweat shorts with bold graphics, you can easily recreate these vintage-inspired looks fans will want to wear.



S&S Activewear: Item #T137

Black - [CAD-CUT® UltraWeed™](#)
Red - [CAD-CUT® Fashion-FILM® Electric](#)



[Check out this video](#) to see how these looks were created



S&S Activewear: Item #T453w

[CAD-CUT® UltraWeed™](#)



S&S Activewear: Item #6501

[UltraColor® MAX](#)

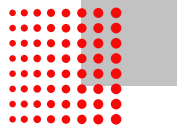


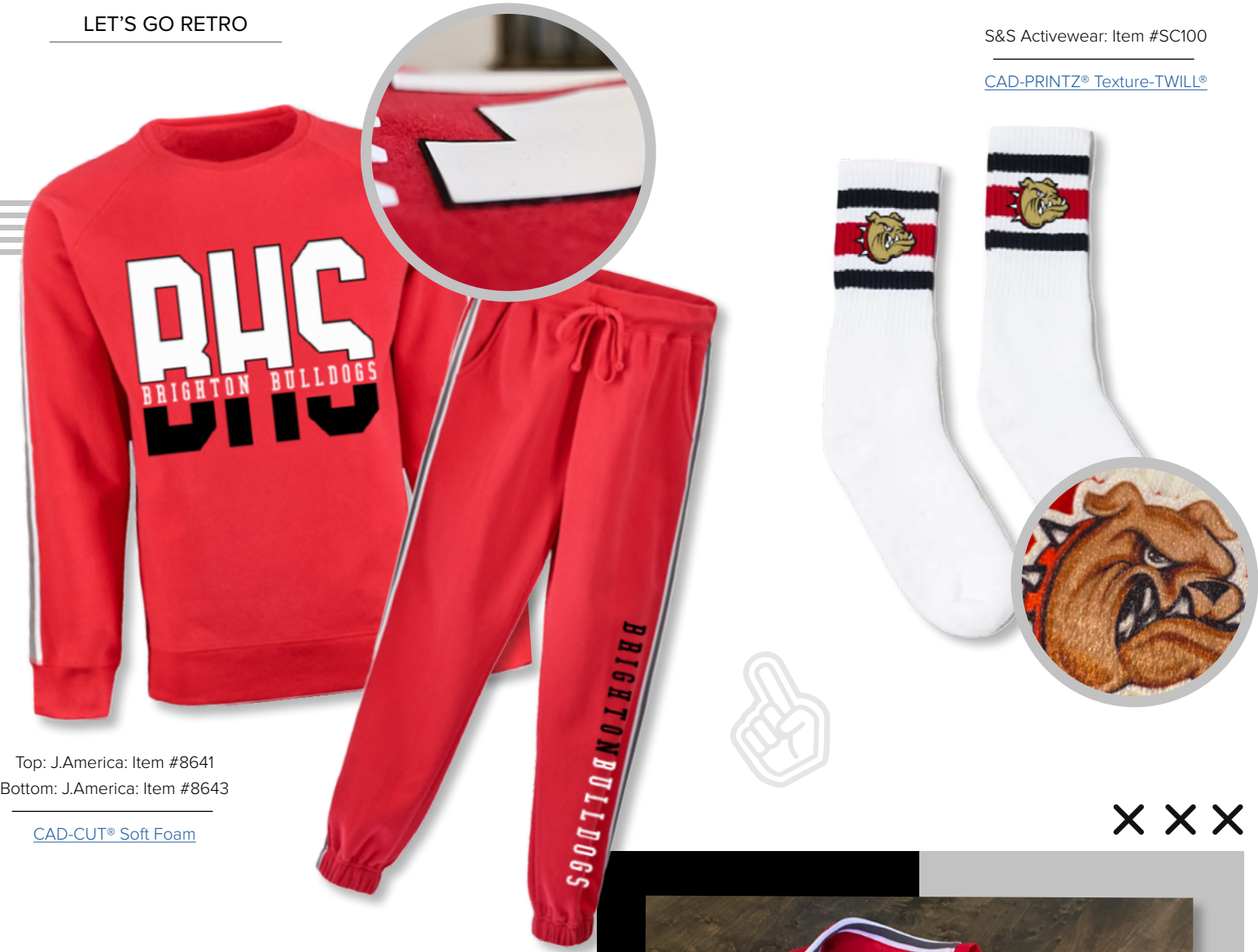
Featured Mascot Art from
Great Dane Graphics
www.greatdanegraphics.com



S&S Activewear: Item #RW26

Bulldog: [UltraColor® MAX](#)
Side Text: [CAD-CUT® Premium Plus™](#)



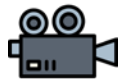


Top: J.America: Item #8641
Bottom: J.America: Item #8643

[CAD-CUT® Soft Foam](#)



SanMar: Item #NE408
Front: [CAD-CUT® Soft Foam](#) &
[CAD-CUT® Soft Flock](#)
Back: [UltraColor® MAX](#)



[Check out this video](#) to see
how these looks were created



S&S Activewear: Item #SC100

[CAD-PRINTZ® Texture-TWILL®](#)



× × ×



TREND: LET’S GO RETRO

Retro athletic apparel isn’t just for the players! Big name brands are offering pleated skirts, rugby shirts, and other preppy styles. Offer your customers these same classic looks with an elevated twist by decorating with bold, stand-out graphics and text.



Top: J.America: Item #8641
Skirt: S&S Activewear: Item #9115
Bulldog: [CAD-PRINTZ® Perma-TWILL®](#)



LAT Apparel: Item #3534

[CAD-COLOR® Glitter Printable](#)



Amazon: Item #B0756Z8SZ2

Black: [CAD-CUT® Premium Plus™](#)
Red: [CAD-CUT® Soft Flock](#)

TREND: OUTERWEAR FOR ANYWHERE

Crew necks, jean jackets, and quarter-zips have made their claim in the sports apparel market; they’re garments that never go out of style. Take these wardrobe staples to the next level by decorating with classic embroidered elements and other textured materials fans and coaches will love.

XXXX



Threadfast: Item #364J

2024, Red B: [SimStitch® Letters & Numbers](#)
Black, White: [CAD-CUT® Soft Flock](#)



S&S Activewear: Item #8715

[CAD-PRINTZ® Texture-TWILL®](#)



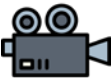
S&S Activewear: Item #CO126

[CAD-CUT® Soft Foam](#) &
[CAD-CUT® UltraWeed™](#)
Bulldog: [CAD-PRINTZ® Perma-TWILL®](#)



Threadfast: Item #370J

Bulldog: [CAD-PRINTZ® Texture-TWILL®](#)
Stars: [CAD-CUT® Glitter Flake™](#)
& [CAD-CUT® Soft Foam](#)



[Check out this video](#) to see
how these looks were created



TREND: GEAR UP FOR GAMEDAY



Decorate beyond basic apparel and offer bags, purses, headwear, and more to complete the look! You can take the same logo you’ve created for apparel and apply it to unique areas. Coolers, fanny packs, and clear purses for gameday are popular items to consider.



Featured Mascot Art from

GREAT DANE GRAPHICS

www.greatdanegraphics.com



S&S Activewear: Item #CS1000

Bulldog: [CAD-PRINTZ® Perma-TWILL®](#)
Text: [UltraColor® MAX](#)



Wholesale Boutique: Item #M630VL-STRED

Black - [CAD-CUT® UltraWeed™](#)
Red & Gold - [CAD-CUT® Fashion-FILM® Electric](#)



Wholesale Boutique: Item #M603VL-LPRD

[CAD-COLOR® Glitter Printable](#)



S&S Activewear: Item #CS3004

[CAD-PRINTZ® Perma-TWILL®](#)



Leopard Strap: Wholesale Boutique: Item #MNA109VL
Clear Bag: Wholesale Boutique: Item #MNA109VL

Strap: [CAD-CUT® Soft Foam](#) & [CAD-CUT® Glitter Flake™](#)
Bulldog: [CAD-PRINTZ® Glitter Flake™](#)



SanMar: Item #NE408

Front: [CAD-CUT® Soft Foam](#) & [CAD-CUT® Soft Flock](#)
Back: [UltraColor® MAX](#)



Blvnc headwear: Foamy Trucker

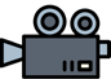
Black: [CAD-CUT® Soft Foam](#)
Bulldog: [CAD-PRINTZ® Perma-TWILL®](#)



Wholesale Boutique: Item #VLJ2888



[Check out this video](#) to see how these looks were created





ClothingShop Online: Item #PRM3500TD

[UltraColor® MAX](#)



S&S Activewear: Item #2229

[UltraColor® MAX](#)

TREND: POWER IN PINK

Spirit wear is a popular trend year after year. Capitalize on this easy market opportunity by creating basic apparel that can be worn by any fan and supports a great cause. Show your favorite player support to power them through on and off the field.



S&S Activewear: Item #6030

[UltraColor® MAX](#)



S&S Activewear: Item #6030

[UltraColor® MAX](#)



UltraColor® MAX allows you to add multiple designs to one sheet! Increase your efficiency and profit margin by combining images for different jobs in one order.



S&S Activewear: Item #2050

[UltraColor® MAX](#)



[Check out this video](#) to see how these looks were created





STAHL'S



FAN WEAR

GUIDE