



OH
TWO
CLOTHING

Trend Report

High Summer 2016

Hello!

Welcome to our first official trend report. After weeks of careful consideration we're extremely pleased to bring you what will be a regular feature from the Oh Two Clothing team. We hope you gain as much insight and value as we have had compiling it!

What has been a fun and collaborative effort by all involved, our intention is to bring you the latest in local and international T-shirt trends, whilst also giving us the platform to demonstrate our in-house capabilities and more importantly how we can add value to your brand.

We have taken a broad approach to our research, focusing on a variety of themes that reflect our diverse customer base. We appreciate that not all the themes we present will be particularly relevant, however we are confident that there is at least one dedicated page that is applicable to your brand's unique style and identity.

This season's feature sees us looking towards High Summer 2016. Happy browsing...

The Oh Two Team



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SUMMER CHILLING

Splatter prints / Clean lines / Fitted silhouettes / Tie dye fabrics / Bold textured fonts / Colour block with floral panels / Tropical prints / All over printed backgrounds / Washed out fabrics with soft feel / Distressed prints





BACK TO BASICS

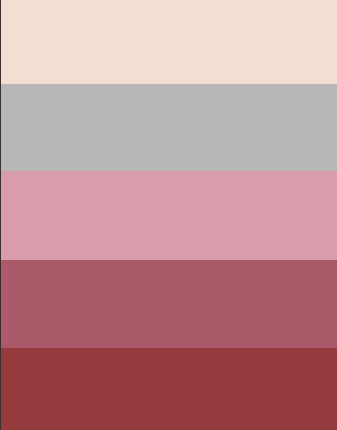
Logo centric / Bold contrast prints / Camo & tropical pattern backgrounds /
Relaxed fits / Clean basic fonts / Casual & comfortable look





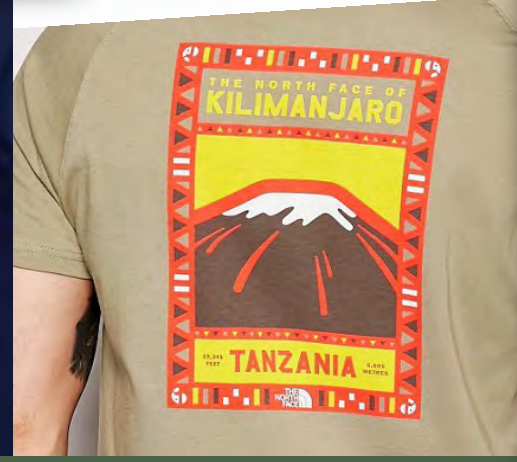
RUGGED STREET

Distressed prints / Rugged industrial look / Fitted silhouettes / Raw edges / Dirty fabrics / Skull & bone graphics / Faded tones





OH TWO CLOTHING



INTO THE WILD

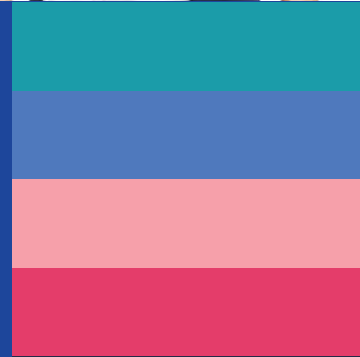
Bold vector graphics / Neutral tones / Simple outdoor lifestyle imagery / Placement prints / Relaxed fits / Soft fabrics





VINTAGE RIVIERA

Strong Italian provenance / Luxury lifestyle / Vintage prints / Nautical & motorsport influence / Slim fitted silhouettes / Soft beach-washed fabrics / Bold textured fonts / Vibrant eye catching colours / Brights & pastels / Ocean hues

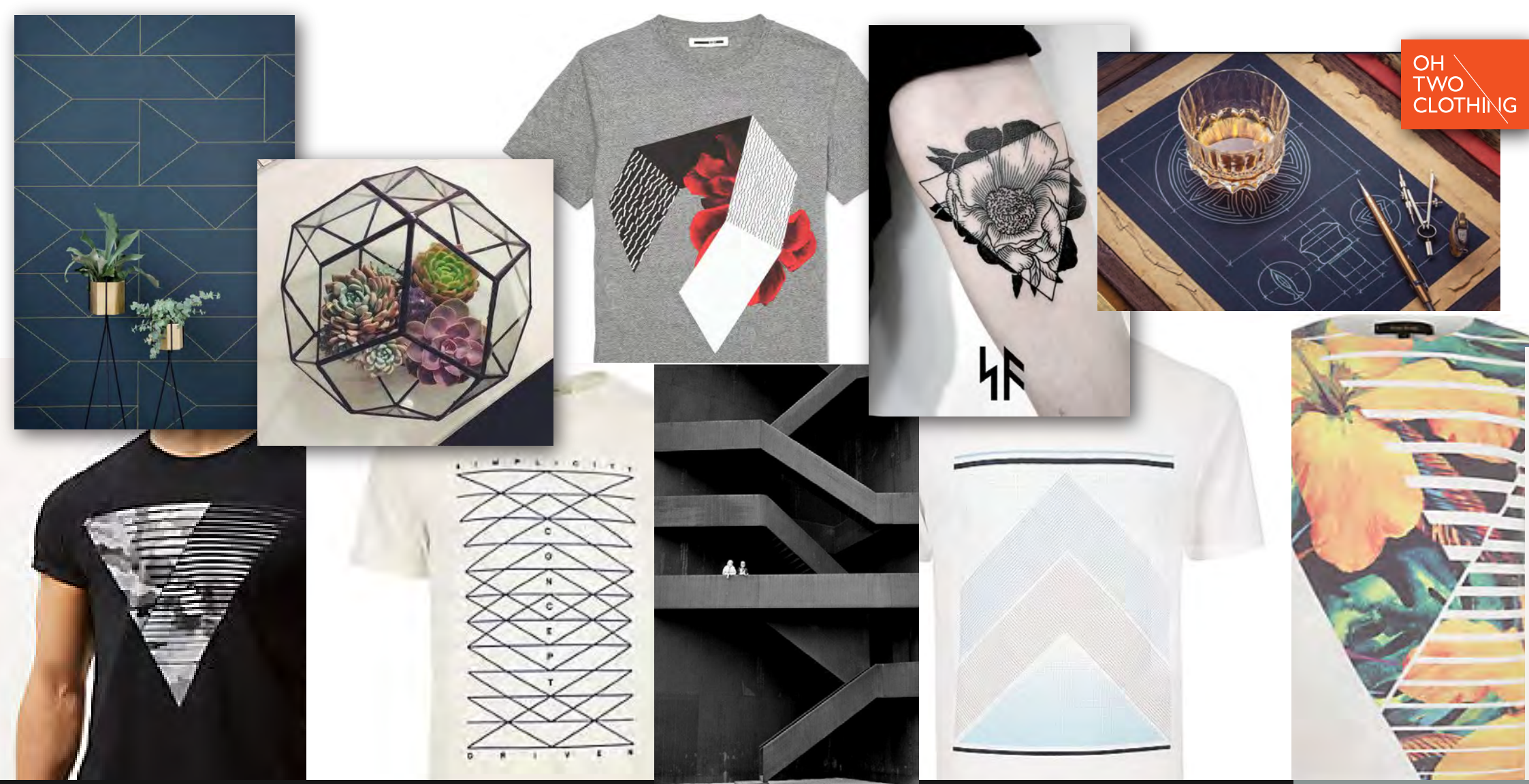




PAINT SPLATTER

All over splatter prints / Brush strokes / Monochromatic / Subtle hues / Ombre effects / Moody imagery / Contrasting fades / Overlaid text





LAYERED GEOMETRICS

Hard structured shapes contrasted by soft florals / Sharp precision / Symmetrical line work / Warm natural tones / Soft fabrics

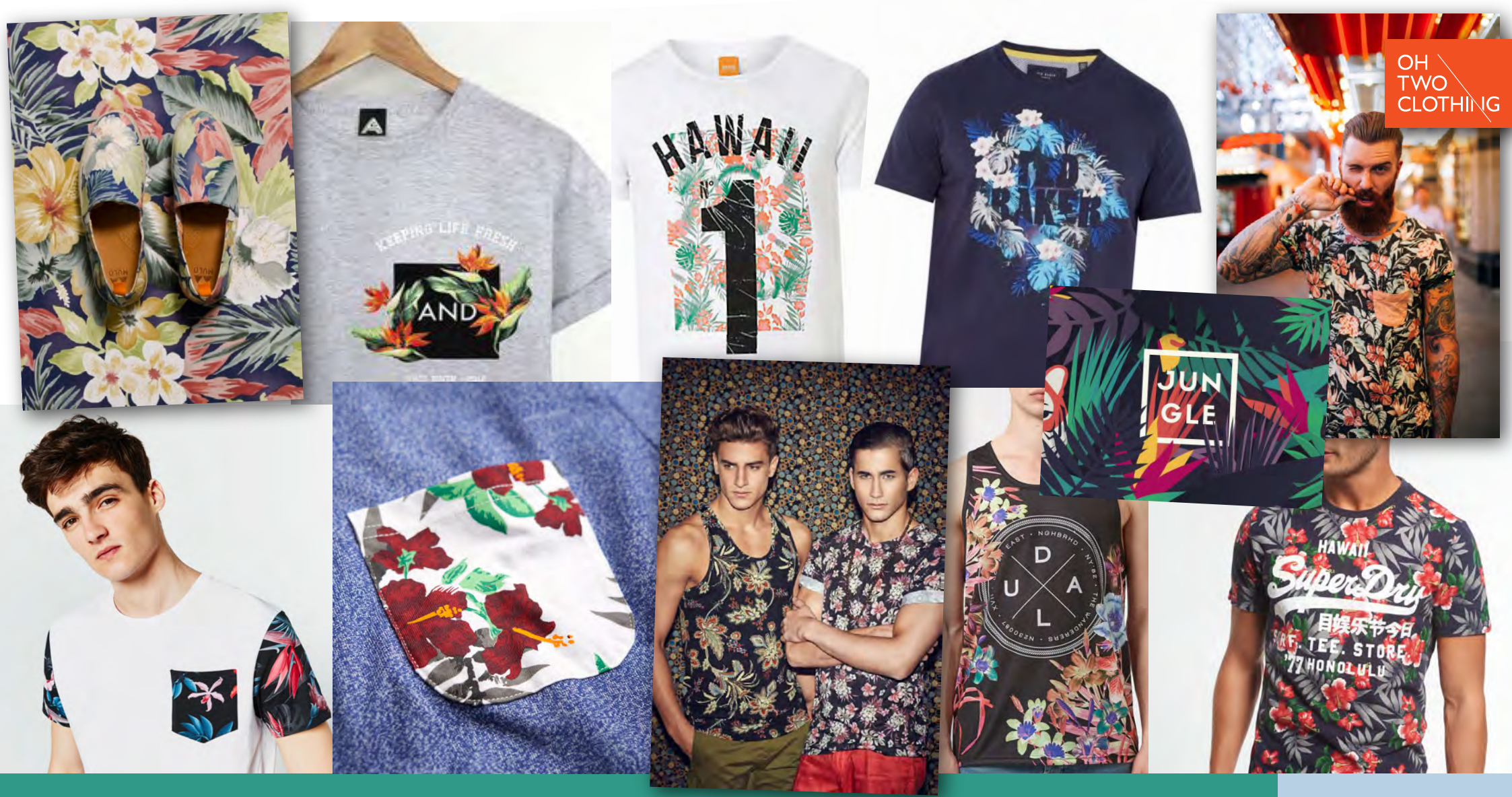




URBAN ARMY

Military inspired / Pockets / Layered patterns / Green hues / Utility zips / Classic camouflage / Rich forest greens / Bold fonts & numerals





TROPICAL HEAT

Exotic plants & florals / Bold vibrant colours / Full coverage prints / Soft melange fabrics / Contrast pocket & sleeve





RAGLAN

Two-tone cotton blend / Short & 3/4 length sleeves / Single colour logos / Pattern sleeves / Front & back coverage / Lightweight fabrics



NEW SEASON SILHOUETTES

1. Longline with circle hem & scoop neck 2. Longline sleeveless 3. Longline with sleeve zip 4. Oversized sleeveless 5. Longline muscle tee with curved hem 6. Super longline w/ split hem & scoop neck 7. Longline sleeveless tee with side zip & curved hem 8. Slim fit with rolled sleeve 9. Skater fit with rolled sleeve 10. Longline vest with dropped arm hole

PRINT TECHNIQUES





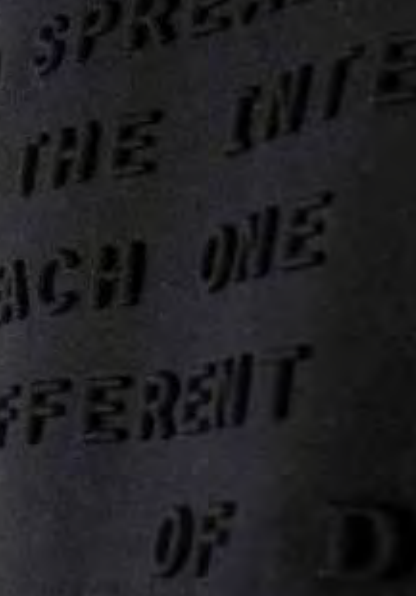
FOILS

Foils offer a sophisticated and elegant look and are most effective when used in selected areas to highlight detail. This heat press application comes in a variety of shimmering colors including holographic, gold, silver, bronze and copper, and works best when applied to darker fabrics to help illuminate the foil.



CRACKED INK

This distressed print technique is achieved when cured plastisol ink is stretched or crumpled resulting in a distinctive cracking effect. Best used on larger surface areas with a high contrasting colour.



TONAL PUFF / HIGH SQUARE

High square or puff raised prints offer great impact and help emphasise the text or detail of a design with its sharp, hard edges. High square is best used on clean linework on a similar or contrasting base fabric.



FLOCKS

Flocks give distressed prints depth and added texture and are mainly used in typography. The flock gives letters and numbers a soft velvety feel, helping to enhance a garments quality and appearance.

More about us

For over 20 years we have manufactured and supplied the latest in men's, ladies' and children's clothing specialising in t-shirts, golf shirts, tracksuits, sweat shirts and much more.

Our highly-skilled designers continuously reinvent our vast product line to stay ahead of local and international fashion trends and seasonal changes.

Attention-to-detail is key – from design innovation, pattern making, screen printing and embroidery to garment assembly, stringent quality assurance and distribution.

Distinctively self-sufficient – our extensive in-house operation handles the manufacturing process from start to finish, giving us absolute control of both quality and price. Our capacity for high volume production on a daily basis is legendary.

We can tailor our services to suit all types of businesses. This includes large chain stores to turnkey operations for smaller retailers or the promotional needs of corporate clients.



FABRIC SOURCING



DESIGN



PATTERNS



SAMPLING



CMT



SCREEN PRINTING



EMBROIDERY



DELIVERY

Get in touch

If you have any enquiries or would like to know more about our services please don't hesitate to get in touch.

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Alternatively, come and visit us at our Durban head office:

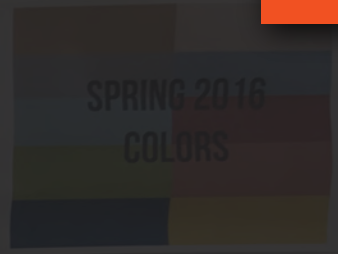
39-43 Sea Cow Lake Road
Unit 66 Enforce Park
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South Africa

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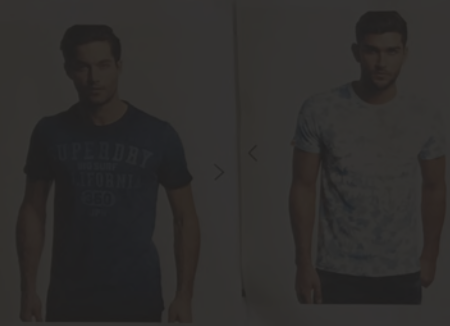
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Summer Vibes



every summer has a story

SURF ST

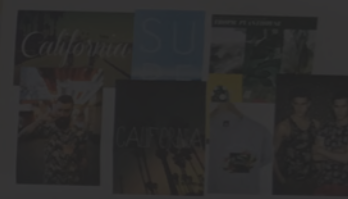


More graphics,
less logo
More brands

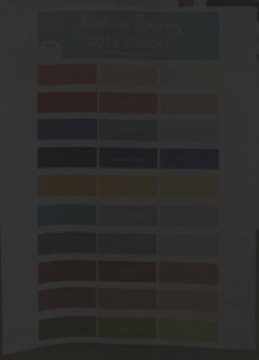
Superdry
Rip Card
RICA



S M M E



California



THANKS