



OH
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CLOTHING

Trend Report

High Summer 2016 v2

Hello!

Following on from what has been an extremely satisfactory launch of our first trend report, our second edition again sees us looking ahead to High Summer 2016/17 where we've taken a fresh dive into what trends are emerging in local and international T-shirt fashion.

Our research process is extensive and can be extremely time consuming, however this ensures that we are identifying themes that reflect our diverse customer base whilst at the same time appealing strongly to their end consumer.

We also appreciate that not all the themes we present will be entirely relevant, but we are confident that there is at least one dedicated page that applies to your brand's unique style and identity.

Now whip out your sunnies and take a sneak peek at what we feel will be trending in the sunny months ahead!

The Oh Two Team



TRIBAL QUEST

Rich colourful prints / Tribal patterns / Aztec geometrics / Handcrafted textiles /
Native illustrations / Ombre & splatter combinations / Pattern clashing /
All over & panel placement prints / Soft mélange fabrics





PALM BREEZE

Layered tropical foliage prints / Pastel colours / Reverse printing /
Washed out interest fabrics / Faded watercolours / Sublimation





TATTOO SHOP

Vintage military letters / Tattoo art / Café racer lifestyle / Hand drawn fonts /
 Strong sense of quality & craft / Detailed illustration / Skull & bones /
 Predator imagery / Nautical myths & characters / Pin up girls / Monochromatic



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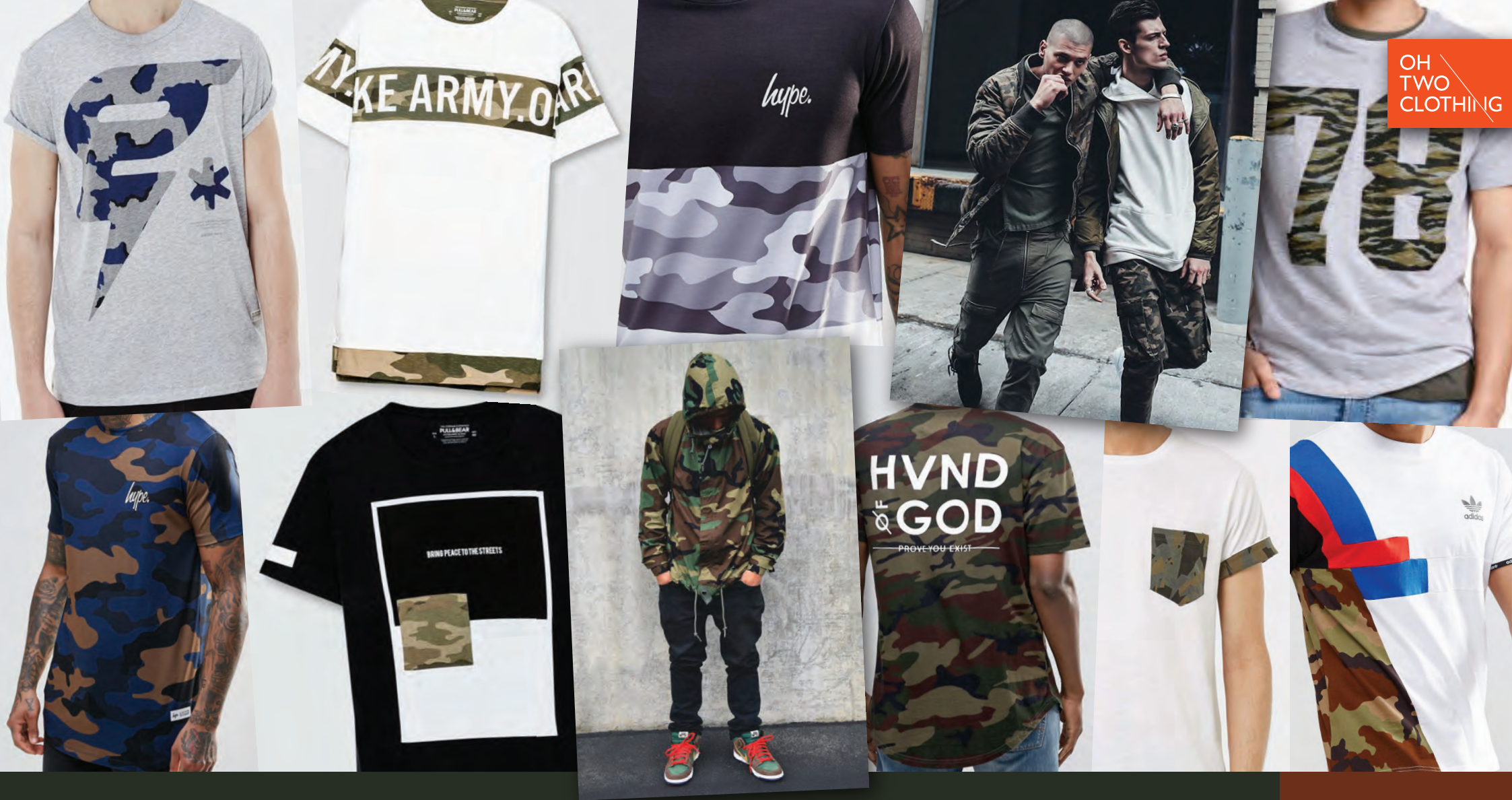
OUTDOOR EXPLORER

Adventure travel badges / Outdoor iconography / Landscape silhouettes /
Retro surf prints / Vintage signage & logo graphics / Reverse & distressed prints /
Relaxed fits / Strong durable fabrics



ARTISTIC EXPRESSION

Natural brush strokes / All over prints / Monochromatic / Scribbled lines /
Paint splatters / Multiple shades & textures



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MILITARY MAKEOVER

Bold camouflage prints / Traditional & urban-inspired colours / Contrast overlaid text /
Secondary background & panel placements / Longline & fitted silhouettes





POLAROID DREAMS

Wanderlust photography / Retro filters / Hazy holiday snaps / Pastel colours / Washed out fabrics / Squared-off prints





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EL CLASSICO

Detailed embroidery / Royal colours / Badges & emblems / Heritage prints / Nautical & glamour sport influence / Vintage hand crafted fonts / Distressed prints / Brights & pastels / Slim fitted silhouettes





BEACH BOYS

Skate & surf inspired / Retro graphics / Saturated brights / Bold lettering / Quirky upbeat statements / Photo-real imagery / Isolated press prints / Vintage bikes & boards / Nautical stripes / Relaxed fits



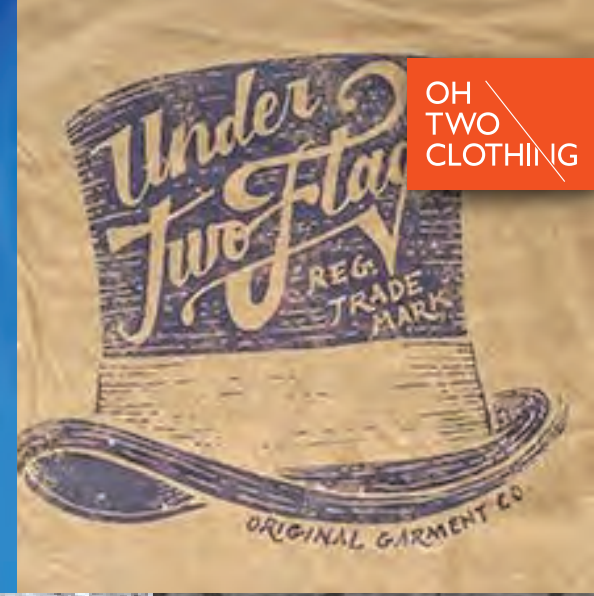
PRINT TECHNIQUES





PRESS PRINTING

Press printing is a great way to improve the look and feel of a print and also gives an ordinary screenprint added value and durability. A sheet of wax paper is placed over the print area followed by the application of heat which results in the print taking on a flatter, shinier effect.



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REVERSE PRINTING

Reverse printing occurs when a garment is turned inside-out and the graphic is printed on the inside panel. Also known as push through printing, the ink that shows through on the other side takes on a natural faded texture depending on the colour and thickness of the fabric and how much ink is applied.



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RETRO PHOTOGRAPHIC PRINTS

A great way of achieving crisp detail in photographic imagery is by passing a reduced amount of ink through a very fine mesh screen, keeping the ink deposit on the fabric to a minimum which in turn gives the image a classic vintage 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.

Director: Stephan de Robillard

Email: steph@ohtwoclothing.co.za

Tel: +27 (0) 31 579 5199

Mob: +27 (0) 83 775 8289

Web: www.ohtwoclothing.co.za

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

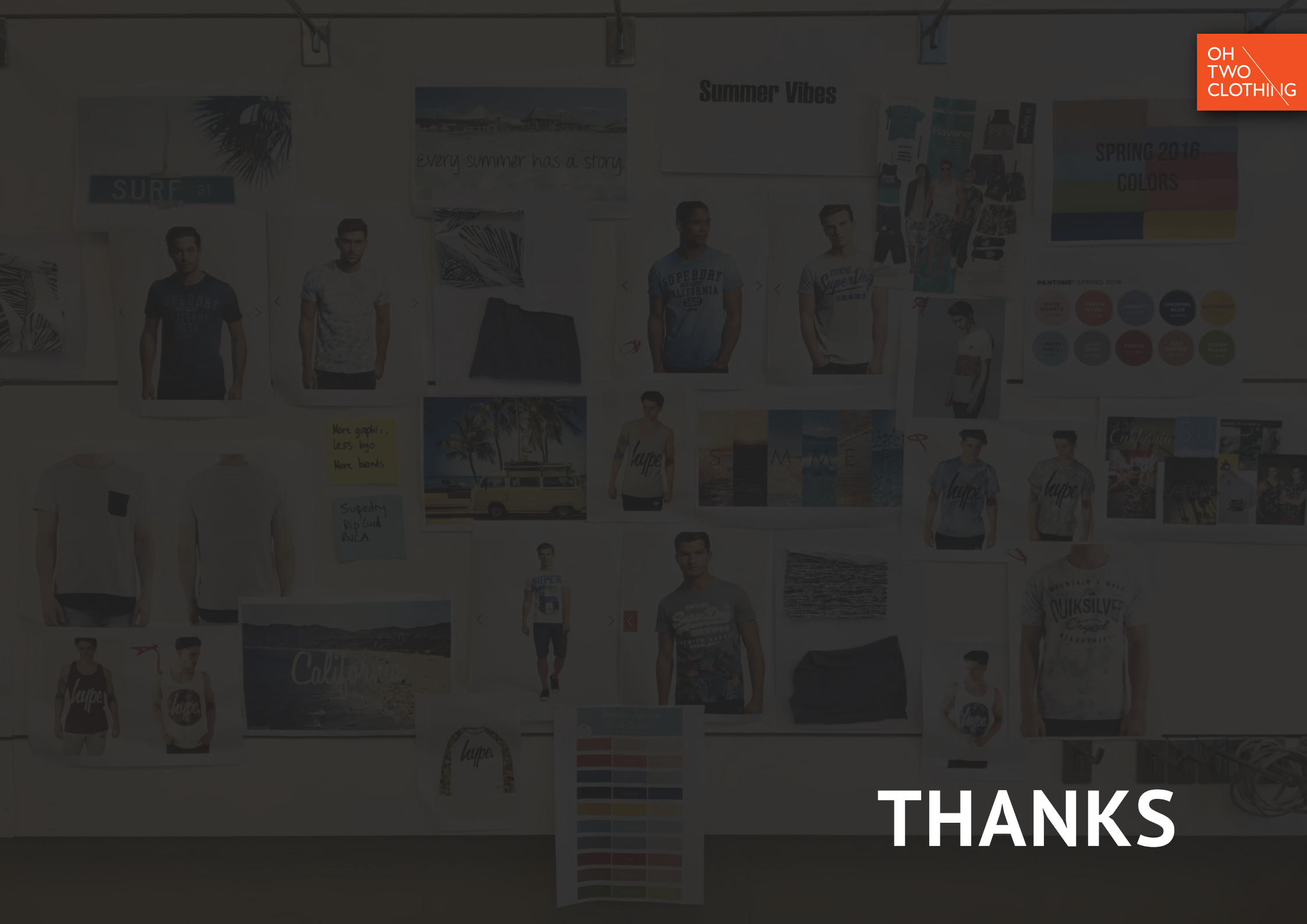
39-43 Sea Cow Lake Road
Unit 66 Enforce Park
Springfield Park
Durban
South Africa

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Summer Vibes



THANKS