

# TEXTILE INSIGHT

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## Product News

### Hats: Checking on Trends on Top

**B**old logos in the urban market, distressed fabrics for the college crowd, and a funky mix of fabrics are driving licensed headwear styles for 2009.

Steven David, director of marketing and communications for Twins, whose brand is positioned as a lifestyle label, notes that the trend towards distressed fabrics is continuing into 2009. "The signature of our business is the relaxed, garment washed cotton caps, and we are starting to look more into distressed fabrics and tearing."

The distressed process can involve airwashing and sandblasting, along with tearing. "It's similar to the way the jean designers have come out with people paying \$150 for jeans that went through a snow blower."

A key introduction at Twins for Spring 2009 will be its green initiative. The brand will be the first company to have licensed recycled hats on the market, with two hats made partially from recycled polyester (RPET), which is generated from recycled plastic.

Eco-friendly and performance fabrics are on the radar at New Era, according to Gina Goss, lead designer for the fan business unit and Brian Radko, lead designer for the lifestyle business unit at New Era.

"We're seeing a trend towards technical fabrics that perform," says Goss. "The traditional fabrics just aren't as exciting to the consumers anymore. They want to know if a cap wicks away sweat, lets their head breathe, dries fast, is eco-friendly, etc. Anything with added value is good. Also, we're seeing a trend where consumers are starting to look for bright (or POP) colors is their headwear which may have different shades of a single color so it can hook up with a lot of different clothes." — *Cara Griffin*

