

# 2023

## T-Shirt Design Trends





# AGENDA

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BEST SELLING & TRENDING DESIGNS

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NEW PRODUCTS AND SERVICES TO HELP WIN THE SALE

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EASY ARTWORK CREATION TIPS

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APPAREL & INK COLOR TRENDS

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SELLING AND MARKETING TOOLS

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Photos w/ UltraColor Max





## TREND TEXT-BASED DESIGNS

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- Minimalist
- Retro Revival
- Creative Type

NEW MEXICO  
EST. 4 1912  
IT GROWS AS IT GOES

GOOD  
THINGS  
ARE ON  
THE WAY

MENTOR  
EST. Ohio 1855  
IT'S BETTER IN MENTOR

HAP  
PIN  
ESS







Lunatic Aesthetics

## Minimalist: Motivational & Positive

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- Dramatic Font Combinations
- Magnolia Sky or Bromello Paired with a Sans Font

**BEBAS NEUE**  
*Bromello*

**BONDIE**  
*Magnolia*

- Simple words and phrases
- Typically One ink color







## Minimalist: Curved Type

- Commonly Locations, Teams or Schools
- Typically Athletic Font With Outline
- Pairs With Oversized T-Shirt Style
- Typically One ink color



TrendTeeTerritory (Etsy)



BrainwashedCo (Etsy)

COMPTON

QAL-556

EAGLES

QAL-30

EAGLES

QAL-21

EAGLES

QAL-6

COMPTON

QAL-3

COMPTON

QAL-626



# Retro Revival: Wavy & Groovy Text

- Retro Aesthetic
- Bold, Stylized Fonts

**Cooper**

**GLAW**

**BAHAMAS**

**BLOWFISH**

**GARLIC BUTTER**

**VOGUE**



ESTABLISHED 2023

QLO-75



QAL-647



QAL-650



ParadiseAve (Etsy)



# TREND:

## Black Ink on White Or White Ink on Black

- Simple, Cost-Effective & Easy To Produce
- Utilize Ink Changes for Bulk Discounts







# Creative Type Multi Use

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- Bold Font Choices
- Opportunity for puff and pattern use



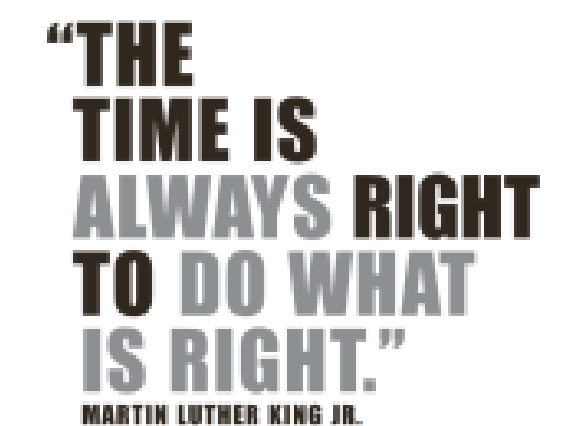
QSL-308



QAL-648



QMT-89



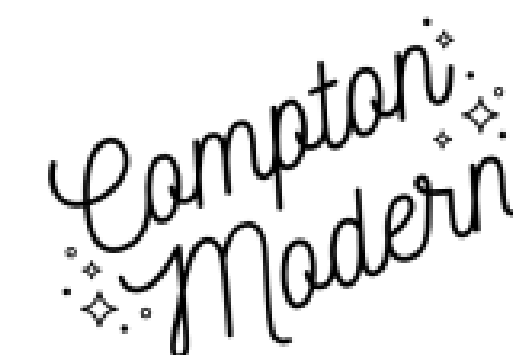
QMT-76



QAL-627



QAL-644



QAL-635



QAL-622





# Creative Type Multi Use

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- Use letters and patterns
- Alternating Team Colors



CopperAndReed (Etsy)



# Creative Type Dimensional Puff

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## HOT TIPS FOR A COOL LOOK:

- Keep it simple and bold
- Simple words and phrases
- Screen printed transfer in white puff and black puff (can be combined with other regular colors)
- New HTV if you have a cutter in white, black, apple green, beige, chocolate brown, gold, green, light blue, light pink, bubblegum pink, navy, neon blue, neon orange, neon yellow, orange, purple and red







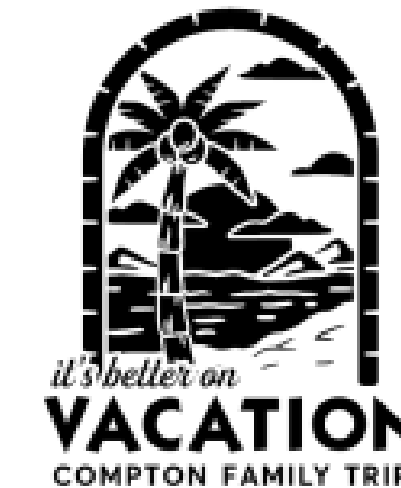
TheNashvilleBoho (Etsy)

## TRENDING Designs

- New Retro Country
- Mystical / Divine
- 90's Looks & Streetwear
- Y2K + Full Color



QMT-92



QVA-32



QMS-236



QTR-24



# New Retro Country

- Arches & Southwest Inspiration
- Americana / Tattoo Style
- Natural Colors / Limited in Art (2-3 Inks)
- Think Vintage w/ Modern Twist



QLO-78



QVA-32



QMS-140



QTR-48



QLO-73



QMS-219



QBU-394



QTR-21



QVA-32



trubasics (Etsy)



TrendingDesigns2U (Etsy)





# New Retro Americana



QAL-624



CS-88



MAS-187



QMS-181



X2B-220



QBU-372





# Trends To Use

- Applied To Businesses





# Mystical & Divine Art

- Floral
- Geometric
- Thin Lines / Dainty
- Astrology / Zodiac Themes



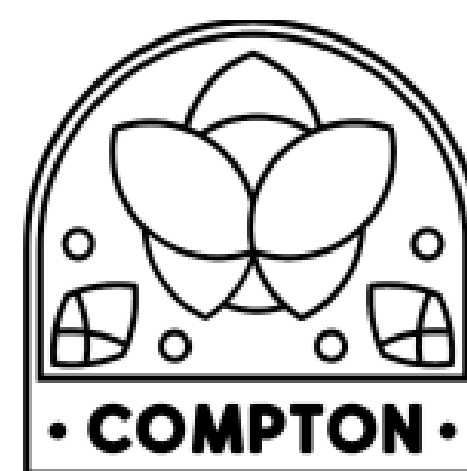
QRE-132



QRE-126



QTR-48



QLO-78





# 90's Looks & Streetwear

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- Popular For Streetwear + Fashion & More
- Band Tees
- Grunge or Bootleg Style
- Checkered Patterns Here Too
- Left Chest Placement + Back Prints





# Y2K The Newest Throwback

- Candy Pastel Apparel
- Collage-Style
- Rainbows & Groovy
- Color Rich / Gradients
- Geometric



QTR-52



3D-518



QHL-156



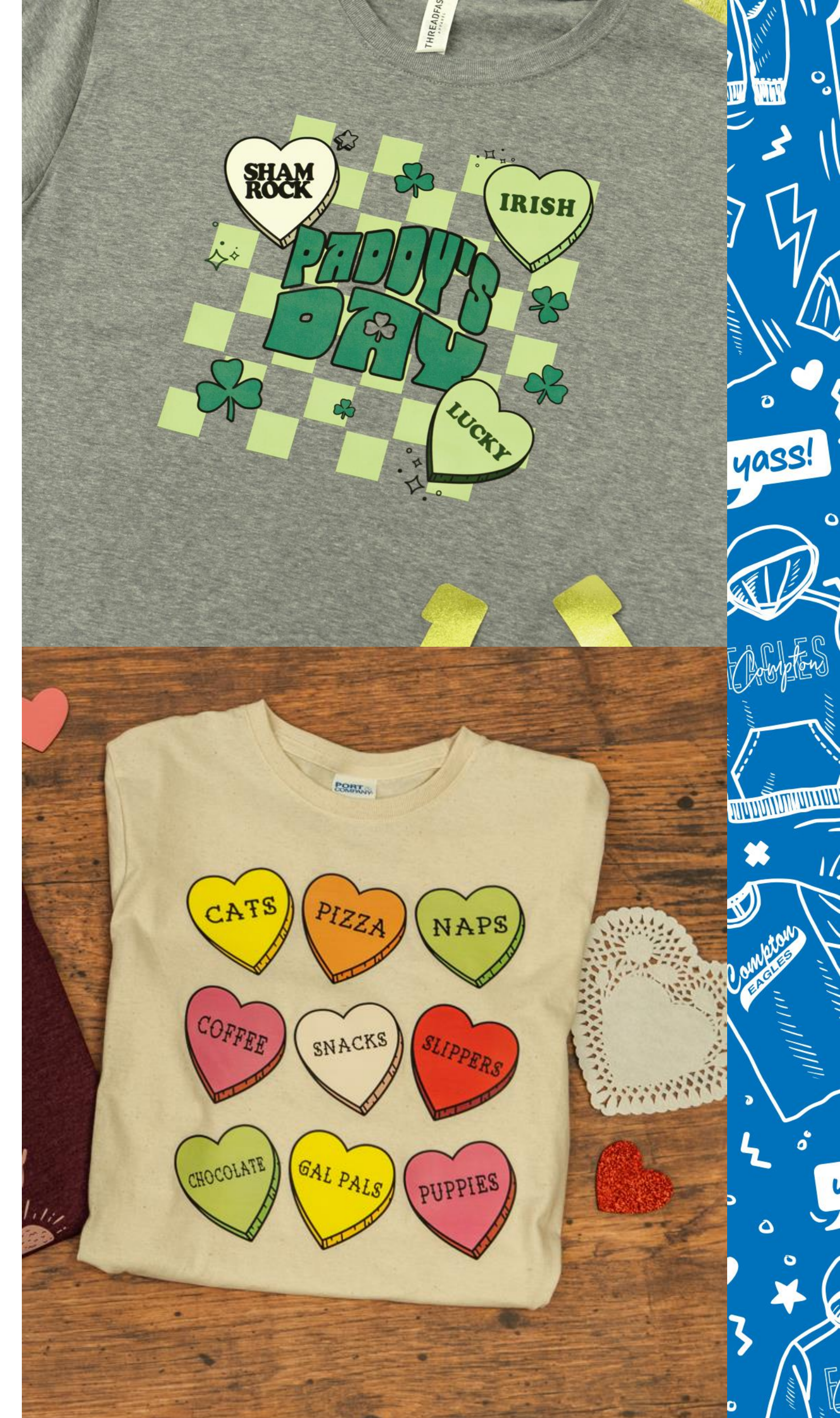
3D-538



3D-536



QMT-92







# Trend Full Color

## UltraColor Max for 1-35

Ships next day when ordered by midnight, sold by the piece or can gang

## UltraColor Pro for 36+

Sold by the sheet, with quantity breaks  
Ships





# Trend Branding

- Promote Your Business
- Goof Proof. Elasti Prints or UltraColor Max Options
- Create Your own or use our tag layouts

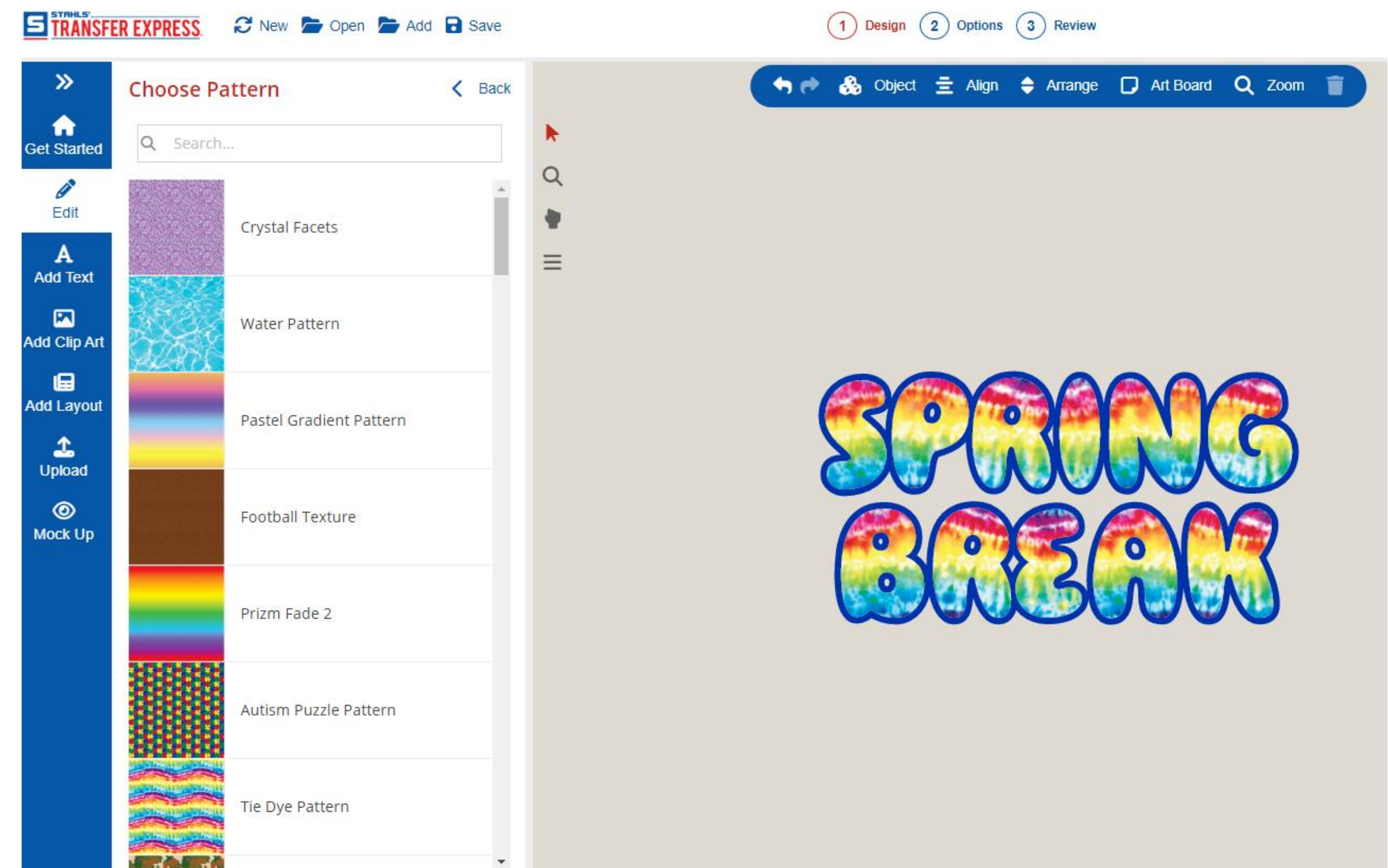






# Trend Patterns

- Full Color and Spot Colors patterns available
- Fill text or clip art with patterns







# Trend Travel Shirts

- Family Trips
- Class Trips

- Bachelor/Bachelorette Trips
- Travel Groups





# Trend Neon Comeback

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- Available in Neon Blue, Neon Green, Neon Lime, Neon Yellow, Neon Orange and Neon Pink
- All but Neon Orange work on dark and light color apparel  
(Neon Orange needs a white outline/backing)







## Trend Spirit Wear without Licensing

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- Avoid team names and logos
- Use team colors
- Use City names or airport abbreviations
- Use of Patterns





# Trend Sleeve Prints

- Increase profit from same customer with a second print location
- The print is typically free and fits on your gang sheet
- Long & Short Sleeve (Cuff or Bicep)



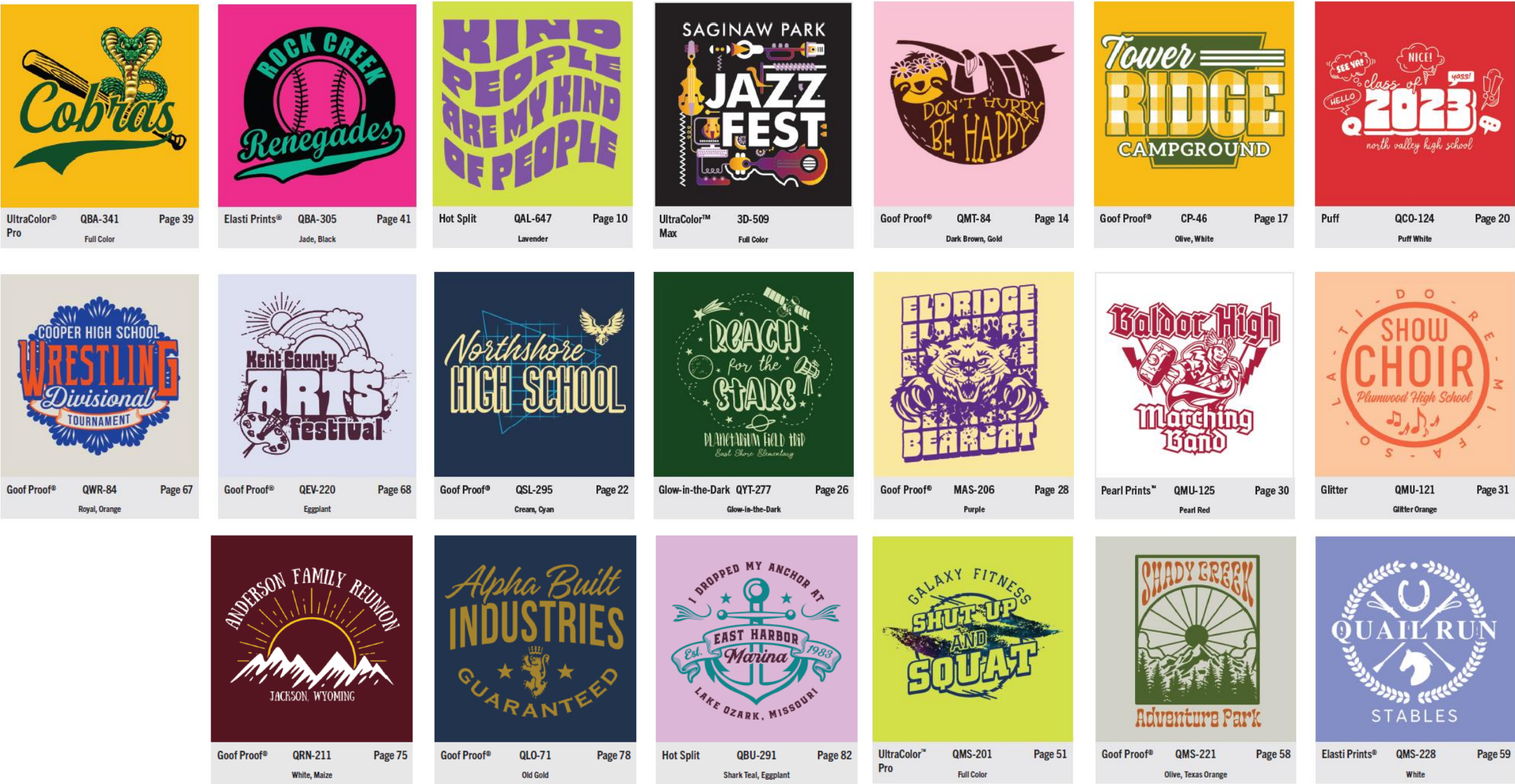


# Easy Prints Marketing Kit

## Your T-Shirt Business In A Box

Sell more custom apparel with a personalized Idea Book, 20+ full size transfers, color selector swatch book, \$15 off coupon and more!

Webinar Special:  
**Only \$35 – Save \$14!**  
(Normally \$49)





# THANK YOU.

Any Questions?



Q&A

## STAY IN TOUCH

We're here to help you grow your business!

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