

STREET FLEECE

Why Fleece is growing

Street fleece is the fashion
of now and the future.



3339 & 3329

BELLA+CANVAS' Street Fleece Collection melds high-end fashion, comfort, fit and functionality to meet today's lifestyle trends: working remotely and staying active without having to change outfits.

Our Street Fleece Collection features more than 25 styles, 50 colors and is made with our signature plush sponge fleece fabric that customers request by name. Even more exciting, street fleece is one of the highest-profit categories in the wholesale market, as fleece streetwear becomes "everyday wear" for almost everyone.

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Lead with Fleece vs. Reacting to it

Why Fleece leads to increased customer satisfaction and a higher perceived value.

Remember that fleece is a differentiated, high-margin item with a higher perceived value.

Why? First, the fleece category is less commoditized. There just aren't as many fleece options out there, so you can sell on fit, fabric, color and quality instead of just price.

Second, fleece has a higher perceived value. It's a layering piece. It's fashion forward. It can keep you comfortably warm all year long. And on top of all that, customers are used to paying a higher margin for the same amount of work so, charging a higher price within the channel is what they expect.

Bottom line upfront: You'll make significantly more money when you sell fleece.

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What is Sponge Fleece?

At BELLA+CANVAS, we're known for our luxe, super-soft and comfortable fabrications. Our signature sponge fleece is no different; it's so soft that customers request it by name.

Made from the highest-quality combed and ring-spun yarn, our sponge fleece has great stretch and recovery, with a brushed, plush inside that is incredibly soft.

Since sponge fleece is a mid-weight fabric, it's perfect for year-round wear, either alone or for layering. You can also print with ease on this fleece, creating bold statements that will last and last.

Fabric

7502



Detail of 3901



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Designers are focusing on hardware details like zippers, custom buckled and drawstring ends for unique street fleece styles.

Zipper



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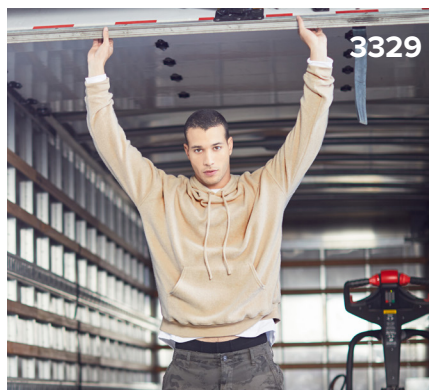
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Unique Details

In streetwear, it's all about the details, which add that premium touch to basics like hoodies, pullovers and joggers.

Sueded

Our fresh take on fleece results in a gently textured cashmere hand. It's comfort inside and out.



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Raw Seam

Raw seams and edges are must-have finishes in streetwear this season.



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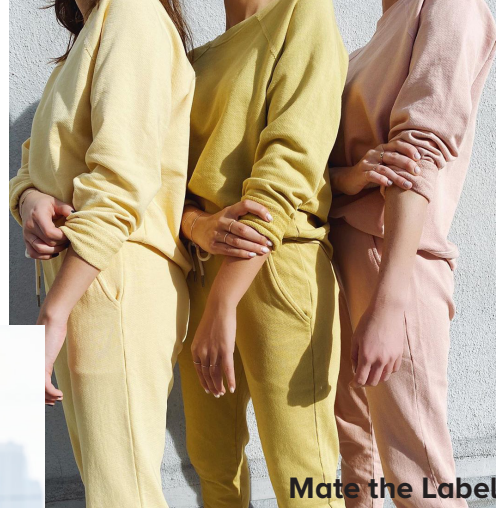
Matching Sweatsuit

Have you noticed that matching sweatsuits are back in a big way? That's why we've added color to our super-soft joggers that pair perfectly with our effortless hoodies and drop-shoulder pullover styles.

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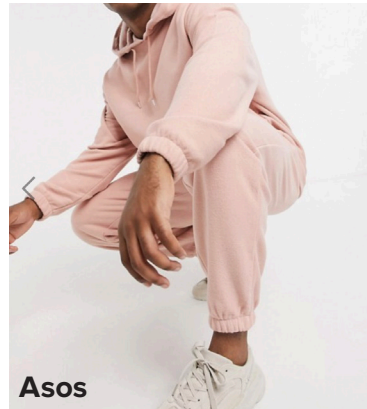


Mate the Label

Lacoste



Asos



3739 & 3727



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Oversized

Oversized silhouettes have become the norm in streetwear and have echoed the rise of remote work and casual dress code. Consumers expect street styles to have drop shoulders, boxier proportions and longer hemlines.

Karrimor



3345 & 3327
(coming soon)



Nohant



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Wear Radical Optimism

Gold

Poppy

Teal

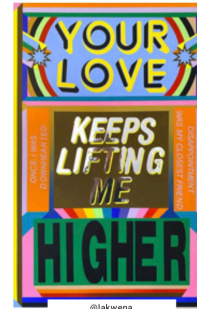
True Royal

Lilac

As we head into 2021, we all need a splash of uplifting colors in our closets. Vibrant hues counterbalance stress with an infusion of joy. Warmer tones of pink, red, orange and yellow spark feelings of optimism and positivity, research shows.

In fact, bright reds like Poppy can induce a feeling of excitement by raising our heart rate. We forecast that consumers will seek out energy-boosting brights like Gold, Teal, True Royal, Kelly and Lilac that spark joy.

Color Trend #1



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Live In “Mindful Pales”

Vintage White

Dust

Peach

Tan

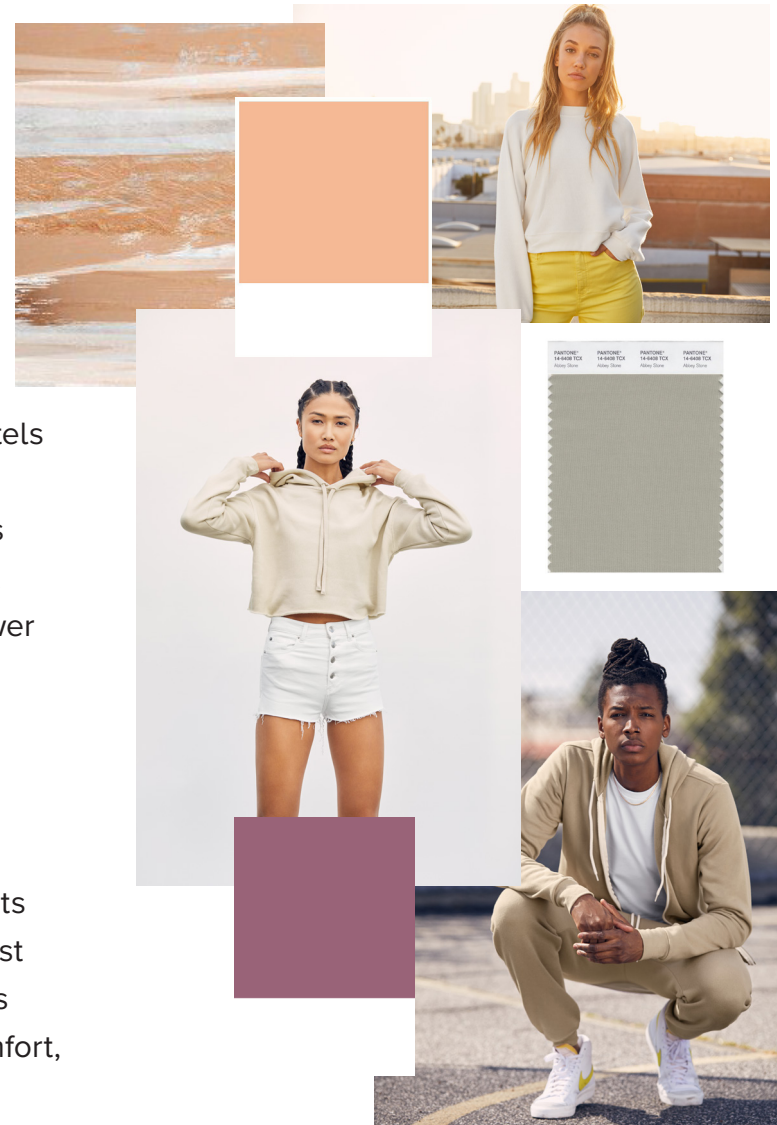
Stone

Mauve

As we enter a new decade colored by a pandemic, pastels are taking on a whole new meaning— desaturated hues that evoke feelings of restful happiness. You’ll see mellower colors like Tan, Sand Dune, Peach, Dust, Stone, Vintage White and Mauve.

These hues play perfectly into the coordinated tracksuits that we’re seeing in minimalist neutrals. These tonal pastels communicate calmness, comfort, and an overall desire for a balanced body and mind.

Color Trend #2



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Color Trend #3

Try On Mother Earth's Fave Shades

Yellow

Mustard

Autumn

Deep Teal

Dusty Blue

Military Green

Research shows that people have a deep bond with the environment. That means when we get outside into nature even for a short time, we feel better and even experience clearer minds and better overall health.

We predict that in a post-pandemic world, we'll gravitate toward warm and nourishing plant-based colors like Yellow, Autumn, Mustard, Heather Deep Teal, Dusty Blue and Military Green.



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