



The **5**

Hottest Trends

for Winter '18

629

APPAREL

Trends.

Might as well cover the word with Vaseline. Trends are slippery; they come, they go.

Today's trends change faster than ever. They're inspired by celebrities and Instagram posts and bloggers and vloggers.

Sheesh. No wonder our heads are spinning. Trends are fluid, and they come from no single source.



It's hard to keep up, especially when seasons change.

Look in your wardrobe. Those springtime pastel feather boas? Gone with the wind. That fuchsia 'it-color' dress? Yeah, not working so much now.

So as winter prepares for its annual visit, how should you stock your closet? What oomph can you add to your options?

Never fear the fashion police again. 629 Apparel keeps up with the evolving trends, and we flip them into unique and edgy styles all our own.

So here you go... 629's five hottest trends for Winter 2018:

1) KNITWEAR

Think comfortable, soft and snuggly, like wrapping yourself in a fashion blanket.

As we pack up our lighter clothing, we welcome fashion's warmer options. From chunky cardigans to thick sweaters, knitwear comes in a variety of fabrics and can be styled in multiple ways.

...A pretty knit sweater goes great as a turtleneck

...A cute cardigan is made even better with a long-sleeve shirt

...A fashionable turtleneck really pops with jeans and leather boots



Fashion model Gigi Hadid really pulls off the knitwear look, so Google some of her pics. Fashion influencer Laura Jade Stone also gives some primo ideas on Instagram (@laurajadestone).

At 629 Apparel, our leggings will rock your knitwear fashion. We also have knitwear beanies!

2) LEOPARD PRINT

Leopard prints (as well as cheetah and zebra) are being adored everywhere, from fancy runways to everyday bloggers.

And don't limit prints to only browns and blacks. Some of our favorites are now in blues and pinks and whites. This opens up a whole new world for loafers, boots, sweaters, and jackets.

...Imagine rocking a leopard print sweater with a pair of black jeans



...And how about a white button-up under your printed sweater?

...Heels, black flats, and leather purses also make perfect accessories

Designers are embracing the trend. Just check out the lines of Michael Kors, Tommy Hilfiger, Versace, and Gucci. And you know a celebrity who makes leopard print glam? The one and only Jenny from the block: J-Lo.

At 629 Apparel, our line of t-shirts will go perfectly with your edgiest print ensembles. And look for our future line of leopard print flats and loafers.

3) LEATHER

Leather never goes out of style.

From 1950's James Dean all the way to 2018 Harry Styles, leather is the epitome of cool.

But the guys aren't the only ones with all the fun. For the ladies, there are tons of options such as leather skirts, pants, and trench coats. The magic of leather turns any outfit into sleek and chic.



One advantage of wearing leather is how it pairs with other clothing.

...Your leather jacket can be worn with just about anything, from striped sweaters to metallic accessories

...With leather pants, reach for a blazer or go casual luxe with a long button-down or tunic top

...For leather skirts, amp up your look with a high-necked top, blouse, or sweater

Search for pictures of Heidi Klum and Selena Gomez. They make leather look sleek and fun.



At 629 Apparel, our entire clothing line goes with leather. But my absolute favorite is our white sweatshirt (it looks sweet with leather pants!).

4) LOGOS

Designer-signature clothing is all the rage.

Think Chanel, Louis Vuitton, and Gucci — and the hot urban brands such as Supreme, A Bathing Ape, and Stussy.

Wearing your favorite 'logo clothing' is a statement in itself — it's a powerful way of proclaiming your identity, your beliefs, your tribe.

Logo clothing is popular in the winter with hoodies, sweatshirts, belts, and purses. But a word of caution: it's a fashion faux pas to wear multiple logos at the same time.

The Kardashian family has turned logo-themed clothing into an art form, promoting brands such as Unravel, Solace, and Fear of God.

629 Apparel offers our own logo clothing with t-shirts, leggings, and beanies. Wear them and help fuel the newest street fashion trend!

5) HOODIES

Hoodies have universal appeal.

No longer limited to sports apparel, hoodies have exploded on the global fashion scene. In the past





several decades, hoodies have evolved into powerful symbols for hip-hop culture all the way to haute couture.

Best yet, they're practical — especially in the cold winter months — and can anchor trendy outfits:

...Style a hoodie with a tee and cool skinnies

...Compliment your hoodie with a knitted beanie, black leggings, and colorful sneakers

...How about adding leather leggings and leopard print pointed-toe pumps?

Karlie Kloss, an influential model, utilizes hoodies in effective ways. Check out her Instagram (@karliekloss) for tips and inspiration. Justin Bieber has also popularized the style, wearing designs with a drawstring hood, kangaroo pocket, and custom graphics.

629 Apparel offers hoodies in all types of colors, including jogger sets. Grab some now for the cold days ahead.

So there you have it... your peek into the fashion future.

But, remember, you can bend the rules. You are the style-maker, not the so-called fashionistas. Do what makes you happy on the inside and out.

Even if you have a limited budget, use these ideas to breathe new life into your old winter pieces. By combining items together, you can create completely new and trendy outfits.

Stay warm and wear confidence.



All the best,

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