

# electric YOUTH

Bold primary colors, neon-lit hues and mineral-inspired neutrals are converging in a kaleidoscopic palette that's making fashion fun.

Text by Nicole Rollender  
Photography by Mark Pricskett

**H**elp your buyers create head-to-toe looks in lots of hot hues – with the range of trendy apparel and accessories in our industry and your decorating prowess, you can increase your sales just by revving up your creativity. Check out these five hot looks and learn how to make them happen.

Bright greens (love the Earth) are perennially fantastic as primary outfit colors and bright accents. Omega Solid Mesh Tech polo in lime (2601) with embroidery and black sequin details above the bottom hem, Vantage Apparel (asi/93390; circle 153); miniskirt in hot pink (K87F), Boxercraft (asi/41325; circle 154); raw-feel, patterned canvas tote (LG6596L), East India Natural Goods Co. (asi/51496; circle 155).



# current colors

A luminous, aqua turquoise – Pantone's color of the year – meets rich chocolate truffle for a marriage that's made in true-hue heaven.

## ◀ TIP ▶

This year, deep tomato red sizzles energy and excitement – pair them with turquoises, golds or almost any other colors.

### RUNWAY INSPIRED

"I modified this design from metalwork on a Viking sword hilt," says Erich Campbell, digital and e-commerce manager at Black Duck Inc. (asi/140730) in Albuquerque, NM. "It makes great 'faux-jewelry' on a shirt, since we've seen so many embroidered neck pieces at recent runway shows."

Light aqua tank (8711), Bella (asi/39590; circle 156), features a neckline design by Erich Campbell of Black Duck Inc. (asi/140730; circle 157) in metallic and jewel-tone embroidery with added rhinestone detail; cardigan in espresso (aa4590), Alternative Apparel (asi/34850; circle 158); red and black bracelet (HKW1003C), Sticky Jewelry (asi/89811; circle 159); aqua bracelet (ASPIN-1-DB), Id products source/Aspinline (asi/62088; circle 152); Kilim tote in aqua with nailheads (6949), East India Natural Goods (asi/51496; circle 155).

# earth bound

Embrace the new earth tones inspired by the desert: oranges, golds and ambers.

## BETWEEN POSH AND PARTY

Erich Campbell of Black Duck Inc. (asi/140730) created this embroidered cap with the far-right-placed design, T-shirt and cool wristband for Nob Hill Bar and Grill, a hip restaurant in Albuquerque's prestigious Nob Hill district, near the University of New Mexico. "Nob Hill is heavily brand- and logo-conscious, offering everything from logoed glasswear to plasma-cut logos integrated into the steel railings surrounding their patio," Campbell says. "They decided to deck out their young employees in clothing they might wear outside work."

Nob Hill Bar and Grill likes to create variations of its logo for each new promotional push. "So far, I've collaborated with Nob Hill's artist on two designs," Campbell says. One design has a high-contrast, metallic argyle background and one is backed by a shield (on the wristband).

## ◀ TIP

To embroider the wristband, Campbell hooped it flat in a small 9 cm hoop with one layer of thin tearaway backing. "For this piece, I didn't need to create a lattice to support details on the high-nap material as I would for open work, but I did use a mesh underlay for the shield to flatten the nap before sewing the logo," he says.

Cap (19-643), Otto International Inc. (asi/75350; circle 161); white T-shirt (4305) and orange half-sleeve T-shirt (4362), American Apparel (asi/35297; circle 162); black wristcuff (93-507), Otto International Inc. (asi/75350; circle 161); red leather hobo bag (L2207), Latico Leathers (asi/66575; circle 163). All embroidery by Erich Campbell of Black Duck Inc. (asi/140730; circle 157).

# neon delight

Zesty neon orange has left its earthy sisters in the dust, as it saucily pops on the edge of a trendy camo hat, brightens as sheertank, goes metallic in ostrich-feather-inspired embroidery and illuminates avant-garde fishnets.

## AN EYE ON THE PAST

The 1920s came home to roost for Erich Campbell of Black Duck Inc. (asi/140730), when he discovered a photograph of an ostrich feather from a period book on millinery and hat design. "I digitized the scanned-in feather image loosely with my pen tablet, allowing myself to define the feather by hand in an organic way without being a slave to the photograph," he says. "Then, I repeated the design and changed its angle and placement for the second feather."

Camouflage/natural orange cap (71-947), Otto International Inc. (asi/75350; circle 161); ultra-fine orange fluorescent tank (N46A), Continental Clothing (asi/46410; circle 164); mini skirt in feather (K87F), Boxercraft (asi/41325; circle 154); embroidery by Eric Campbell, Black Duck Inc. (asi/140730; circle 157); fishnet stockings in neon orange (9001), Alan Sloane Co. Inc. (asi/33380; circle 165).

## ▶ TIP

Did you take a good look at the reverse appliqué broken type-font lettering logo combined with traditional embroidery? Reverse appliqué cuts through the garment fabric to reveal a single layer of appliqué on the reverse side of the garment. The production artists at Vantage Apparel (asi/93390) used soft cotton appliqué for this technique. "The type-font lettering is part of our name-drop collection," says Gina Barecca, director of marketing. "If you have lots of fonts, you can give your buyers trendy, retail-inspired logos quickly and economically."

V-notch fleece hoodie in berry pink (3276) with embroidery and reverse appliqué work, Vantage Apparel (asi/93390; circle 153); rainbow leather carry-on bag (L4841), Latico Leathers (asi/66575; circle 163); pima modal leggings in concrete (aa7004), Alternative Apparel (asi/34850; circle 158); striped leg warmers (501), Alan Sloane Co. Inc. (asi/33380; circle 165); imprinted shoelaces (68707-IL30), Marathon/Prestige Lines (asi/68707; circle 166).

# fuchsia fusion

A girl can never have too many diamonds—or notice—me fuchsia pieces (leg warmers, anyone?).

## ◀ TIP ▶

Pair brights with purple-grays that hint of mineral, concrete and steel.