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TREND

**SELLING TIP:**

Pitch deeper V-neck sweaters with crisp oxfords for a business-casual corporate environment or event. The daring V-neck tees would be great for a nightclub, or a music- or art-related event, for attendees or staff.

## Deep V-necks

Necklines are plunging this season, and surprisingly not in women's fashion. All over New York runways, sweaters and shirts with ultra-deep V-necks are the "it" look for men. The more daring can wear the plunging Vs alone, or for a dressier look, a wearer can pair an oxford dress shirt with it.

Alternative Apparel (*asi/34850*), for example, is offering the Palmer, an eco-vertigrain V-neck sweater. Inspired by vintage looks, this knit woven piece is made with eco-heather yarn and can work for school programs or business-casual days.

From Horizon-Logo Outlet (*asi/61761*; RSN #150), this Devon & Jones V-neck sweaters has a plunging neckline and come in men's (D475) and women's styles (D475W). Made from 100% cotton, it holds its shape and resists wrinkles. Colors include black, forest green, gray heather, navy, red and stone.



This 100% organic pima cotton, A-line V-neck shirt (AA6060) from Alternative Apparel is available from Broder Bros. Co. (*asi/42099*; RSN #138). Low-impact dyed and garment washed.



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TREND

**SELLING TIP:**

Sustainable apparel isn't just for health food stores or yoga centers anymore. Many industries, such as pharmaceutical and financial, are looking to incorporate social and environmentally responsible behavior into their mission statements.

## Sustainable apparel

Across the board, in wearables, it's all about organic fabrics, recycled and reused materials, and a socially and environmentally responsible manufacturing and shipping process. In several interviews, Simon Doonan, the creative director of Barney's New York, says sustainable fashion is the wave of the future. Anvil Knitwear (*asi/36350*), SanMar (*asi/84863*), Bodek and Rhodes (*asi/40788*) and Broder all offer organic tees made from earth-friendly materials.

"We're seeing that pharmaceutical companies, banks and entertainment companies all are focused on eco-friendly products – they want to align with distributors and suppliers that have a strong corporate social responsibility mission," says Andrea Engel, vice president of merchandising for Broder. "Eco-products have even more value when a distributor can account for the supply chain, in that the item is produced in a socially responsible way and is safe for its intended use." Broder added more than 50 new eco-friendly products to its 2009 lineup and hopes to raise its overall percentage of eco-friendly apparel from 2% to 5%.

Apparel made of organic fabrics is selling well across the board. "Organic apparel is really a new trend," Montecalvo says. "People are trying to be more eco-friendly. The funny thing is, organics cost more. You'd think people would shy away from organic apparel because of that, but they're not."



Available from Broder Bros. Co. (*asi/42090*; RSN #138), this PlayBack men's full-zip hoodie (9997) is made of 70% recycled cotton/ 30% polyester. The two-side, two-color fleece is made from recycled cotton. Shown here in anthracite/manine.