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TREND

SELLING TIP:

Draped over the shoulder or wrapped around the head or waist, scarves and pashminas are great year-round accessories, and can carry a subtle tone-on-tone logo; these are also great items for executive gifts.

Boho luxe: feathers, plumes and fringe

Many designers' new lines are awash in bohemian-type accessories, so next year, expect to see a wider selection of pashminas and scarves in fabrics ranging from cashmere to jersey knit – plus, more colorful patterns and fringe add to the boho look.

Feathers also made a huge comeback for the fall/winter season. Along with the opulent plumes on Ralph Lauren's hats, 2009 runways are filled with new uses for feathers, including on accessories, skirts and coats.



These feathered hoop earrings with wood beads (E78) from Artica Blanket Inc. (asi/36715; RSN #152) will keep every cowboy looking in a wearer's direction.

From Wolfmark (asi/98085; RSN#151), this pashmina (003-604-270), this 100% lambswool muffler in ivory (025-610-502) and 100% acrylic muffler (004-600-502) are made with soft fibers and offer versatile styling options year round.



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TREND

SELLING TIP:

Faux leather briefcases are stylish and animal-rights-conscious – they are also great imprintable accessories, plus clients can use them for incentive and other rewards gifts.

Faux leather

On the runways, models are carrying practical day-bags made of faux leather – faux materials are in during economic downturns and also as more people are conscious of animal rights.



With six outer zippered pockets, this brown faux leather tote bag (LUPVTOT) from Image Developers (asi/82210; RSN #159) provides enough room for all types of apparel and accessories. Never worry about extra baggage again.



Make a fashion statement when traveling with this Gigi Chantal brown faux leather bag (LUTBB) from Redline (asi/81133; RSN #160). The interior is very spacious and features a detachable shoulder strap.

CASE STUDY: IT'S A WRAP

At TAG! The Creative Source (asi/341358), CEO Tonia Gould recently had the challenge of trying to offer trends for less. "A large entertainment client wanted a scarf for an upcoming movie title," Gould says. "The buyer's first thought was polyester or silk, which would have been out of her budget. Moreover, both polyester and silk leaned toward a more corporate look and feel that didn't feel right for the film."

At this point Gould's extensive knowledge of trends kicked into overdrive. "My client was unaware that the bohemian look would lend itself better to the film title and capture a wider demographic because bohemian casual is in," she says.

Gould introduced her client to two lines of jersey scarves from Alternative Apparel (asi/34850) and American Apparel (asi/35297). Both companies had super-long trendy scarves that can loop several times around the neck or be worn around the shoulders; each scarf style are offered in many colors.