

How Your Uniforms are Evolving

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TRENDS**
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Contemporary uniforms have evolved to mirror the up-and-coming workforce, that created a need for more casual and stylish apparel. Uniforms are beginning to mimic the look and feel of clothing that can be bought at retail stores; incorporating style elements into the uniform market. With uniforms becoming more fashionable, embellishments must match, opening the market for more creative apparel branding solutions.

Innovative Uniform Design

With the transition to more relaxed styles, apparel branding has taken a different approach and is starting to be inspired by designs that were traditionally seen in the retail or sporting industry. No longer is it necessary to have embellishments placed in conventional spots on garments; designers can be creative with their logo and artwork placement. Companies can take advantage of unique places to put their logos such as sleeves, hems and collars. Placing logos off center can also create an interesting visual giving the garment an on-trend appearance.

As customization becomes more openly available and uniform designs become

more open-ended, apparel embellishments have expanded to include more than just emblems. Garments can now easily be decorated with customized sleeves, pockets and collars. Techniques such as sublimation make it easy to recreate branded logos and artwork onto these uniform add-ons which can be heat applied to any fabric or material with ease.

The ability to interchange apparel embellishments on a whim also comes into play, making it easy to customize garments for specific people or campaigns. Velcro and other removable backings can easily change up a uniform's emblem for holidays, campaigns and promotions.

Innovative Materials

In addition to the rapid change in uniform design, alternative materials are also being introduced to the uniform market. Embellishments are no longer restricted to one material and can be made with multiple materials and processes. High visibility and reflective materials can be combined to create an emblem that captures the benefits of both products. Seen even more frequently is the creative combination of fashion product types such as embroidery and woven processes, capturing the elements of both to create the best possible emblem for designs. Woven and Embroidered threads can be joined to replicate finer details in logos with the woven threads and more bold pieces with embroidered threads.

While uniform designs are starting to become heavily inspired by retail and sports markets, the materials used also are starting to imitate fabrics traditionally used in those industries such as leather and denim.



These fabrics utilized in emblems pair well with the more casual fabrics of athleisure and apparel.

Unique textures are also being incorporated into uniform design to add dimension to the garments. A contrast in textures can be added with 3D embellishments. These 3D embellishments are made with a variety of different materials from PVC to polyurethane and are often seen on bags, hats and jackets. Puff Embroidery is also an alternative to traditional embroidery, adding a pop of 3D to an otherwise flat design.



Penn Emblem Company is the leader in cutting-edge branding solutions and has decorated a multitude of company and promotional apparel. To learn more about our available embellishment options, visit our website or email ssales@pennemblem.com.