

Trend Guide Fall 2026

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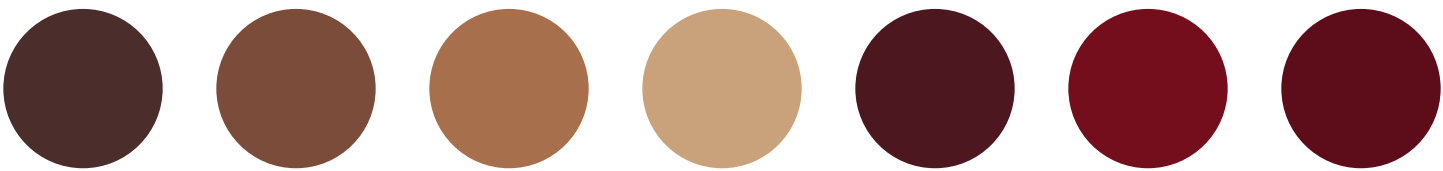
FALL TRENDS

As the seasons change, so do the trends that drive successful merchandise programs. This fall and winter, we're seeing everything from rich earth tones and textured fabrics to vintage-inspired graphics, elevated basics, and giftable merchandise that keeps customers coming back.

At Brewery Branding, we're constantly tracking trends across retail, fashion, and the merchandise industry so you don't have to. From identifying emerging styles to recommending products that align with your brand and audience, our team is here to help you build a merch program that's both on-trend and profitable. Consider this your guide to what's hot this season and how to turn those trends into merchandise your customers will love all fall and winter long!

Trending Colors

The trending color palette is warming up for fall. Deep browns like espresso, chocolate, chestnut, and cinnamon are everywhere, bringing a rich, elevated feel to apparel and accessories. Burgundy, wine, and maroon are also delivering the perfect balance of seasonal sophistication and retail appeal.



Hoodies Without Drawstrings

Hoodies are getting a clean, modern refresh this season. Styles without drawstrings offer a more polished silhouette while keeping all the comfort customers love. It's an easy way to elevate your merch line and create pieces that transition effortlessly from the taproom to everyday wear.



Independent IND330BLV
Boulevard Heavy Hoodie



Independent PRM2600
Women's Wave Wash Hoodie



Lane Seven LS16001
Urban Hoodie



Lane Seven LS88001
Women's Relaxed Crop Hoodie

Camo

It's clear that camo isn't going anywhere. From loud, all-over prints to subtle accent panels and details, there are more camo options than ever to fit your brand's personality. Looking for something truly unique? Ask us about incorporating elements of your logo, icons, or branding into a custom camo pattern.



Emblem 4600
Grandpa Hats



Yupoong 6606
Retro Trucker Hats



Richardson 168P
7-Panel Trucker Hats



Full Custom Hats
144 pieces starting at \$8.99



Port & Co PC54C
Core Cotton Tee



LAT 6901
Unisex Jersey Tee



Independent IND4000
Unisex Heavyweight Hoodie



Independent PRM2500
Women's Lightweight Hoodie

Two-Tone 5-Panel Hats

One of our favorite headwear trends isn't slowing down. Two-tone hats continue to pop up everywhere, offering contrast, character, and a fresh take on classic cap styles. They're versatile, highly wearable, and an easy way to add a little extra visual interest to your merchandise lineup.



Emblem 3900
50 pieces starting at \$12.25



Richardson 356
50 pieces starting at \$16.30



AS Colour 1154
50 pieces starting at \$14.50



Free Shipping

At Brewery Branding, we make it even easier to stock up, with free shipping on all apparel and headwear orders over \$500. No hidden fees, no fine print: just one more way we're helping you get fall and winter merch on shelves faster and smarter.

*Available to Alaska and Hawaii on orders over \$1,500

Tailgating Season

Football is back, and so are tailgates, watch parties, and game-day gatherings. Whether you're in a college town, a football-crazed state, or just love an excuse for grilling and chilling, now is the perfect time to stock up on merch made for game day.



LAT 6937
Football Fine Jersey Tee



Red Kap SP24
Short Sleeve Work Shirt



Tote Bags
More styles available



Beer Pong Starter Kit
Includes 6 cups and 4 balls
50 starting at \$11.09



Adjustable Seat Cushions
25 starting at \$15.45 | 2 weeks



Folding Chairs
24 starting at \$24.50 | 2 weeks



Coleman 60qt Coolers
8 starting at \$99.98 | 1 week



Soft Flex Coolers
Available in 12, 16, and 24-can

Corduroy

Corduroy continues to be one of our favorite fall and winter trends, bringing warmth, texture, and a vintage-inspired feel to any merch collection. It's an easy way to add a premium, cozy touch that feels right at home during the cooler months.



Emblem 5600C
Corduroy Grandpa Trucker
50 starting at \$13.95



AS Colour 1185
Corduroy Rope Cap
50 starting at \$15.15



Custom Hats
Variety of styles to choose from
144 starting at \$10.49



No Art?
No Problem!

We get it, sometimes you have the vision but not the visuals. That's where our talented in-house design team comes in. Whether you're starting from scratch or need help refining an idea, we'll work with you to create something you'll love!

Retro Designs

Retro-inspired typography and graphic-forward designs continue to trend, especially when paired with garment-washed tees and apparel that has texture and dimension. These designs feel nostalgic, authentic, and perfectly suited for brands that want a worn-in, collected-over-time look.

CHECK OUT SOME OF OUR FAVORITE RETRO-INSPIRED DESIGNS



RECOMMENDED GARMENTS FOR A LIVED-IN RETRO FEEL



Quiet Luxury & Minimal Branding

We're seeing a shift away from loud logos and statement branding toward timeless, everyday pieces with subtle decoration. Think embroidered vests, flannels, premium crewnecks, and small logo placements. These pieces feel elevated, versatile, and are often the items customers reach for again and again.



Independent EXP560V
Canvas Vest
48 pieces starting at \$44.55*



Burnside B8700
Puffer Vest
48 pieces starting at \$32.70*



Burnside B5703
Women's Box Quilted Puffer Vest
48 pieces starting at \$37.80*

Check out these
small but mighty
decoration options
for a premium look!



Small embroidery



Woven labels



Folded labels



Vertical tags
on beanies



Burnside B8210
Plaid flannels
48 pieces starting at \$28.60*



Burnside B8200
Solid flannels
48 pieces starting at \$33.70*



Custom Flannels
100 pieces starting at \$30
Full custom | 10-12 weeks



AS Colour 5527
Canvas Heavy Jacket
48 pieces starting at \$87.70*



Lane Seven LS24012
Element Polo Collar Crewneck
48 pieces starting at \$33.80*



AS Colour 4160
Women's Boxy Crewneck
48 pieces starting at \$34



Emblem Rib Knit 9200
New: Peat & Rust Colors



Emblem Waffle Knit 9800
New: Navy & Mustard Colors



Emblem Merino Wool 9900
New style just added!



Gift Guide

The holidays will be here before you know it, and giftable merchandise is one of the easiest ways to drive seasonal sales. Our Holiday Gift Guide features some of our best customer-favorite items across a variety of price points, including puzzles, magnets, coffee mugs, socks, beanies, ornaments, and more. Perfect for impulse purchases, stocking stuffers, and holiday shopping, these cozy staples are the gift that keeps on giving.



Puzzles
500 pieces or 1,000 pieces
100 starting at \$15.75 | 6-9 weeks



Playing Cards
100 starting at \$5.30
3 weeks



Tumblers
Miir, Hydro Flask, Yeti, Stanley
and more styles available



Mugs
Ceramic, stainless steel, metal
and more styles available



Custom Knit Socks
100 starting at \$6.50
3-4 weeks



Bar Mat Coaster Set
50 sets of 4 coasters
Starting at \$10 | 4 weeks



Wood Ornaments
100 piece minimum | 3-5 weeks
More ornament styles available



Magnets
Wood, PVC, thick acrylic
and more styles available



Custom Speckled Beanies
100 starting at \$11.75
7-9 weeks



Custom Marled Beanies
100 starting at \$11.50
7-9 weeks



Custom Merino Wool Beanies
100 starting at \$16.25
7-9 weeks



Cuffed Knit Beanies
Port Authority, Yupoong, Emblem
50 piece minimum | 3-7 weeks



Brewery
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