



2025 Fall MAGIC and Retail Trend





# Women's Key Fabrics and Patterns

- Denim
- Tapestry
- Gingham
- Pin Stripes
- Longhorn Cow Print
- Bandana Print
- Nautical
- Polka Dots
- Traditional Leopard Print
- Corduroy
- Crochet Inspired
- Linen
- Seersucker
- Quilted

# Women's Key Logo Elements

- Lemons
- Cherries
- Oranges
- Strawberries
- Martini Glass
- Horses
- Dogs
- Teddy Bears
- Beach – umbrellas, seashells
- Ditsy and Medium Florals
- Dragonflies
- Feathers
- Lobsters





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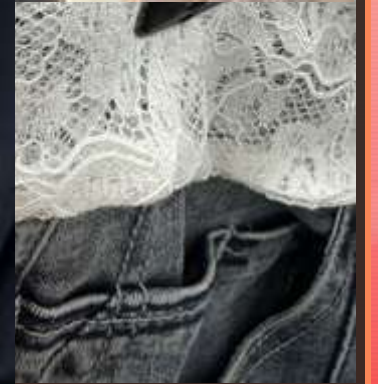


**Denim:** textured, printed, quilted, embroidered, rhinestones, pearls, mixed with other patterns, burnout.



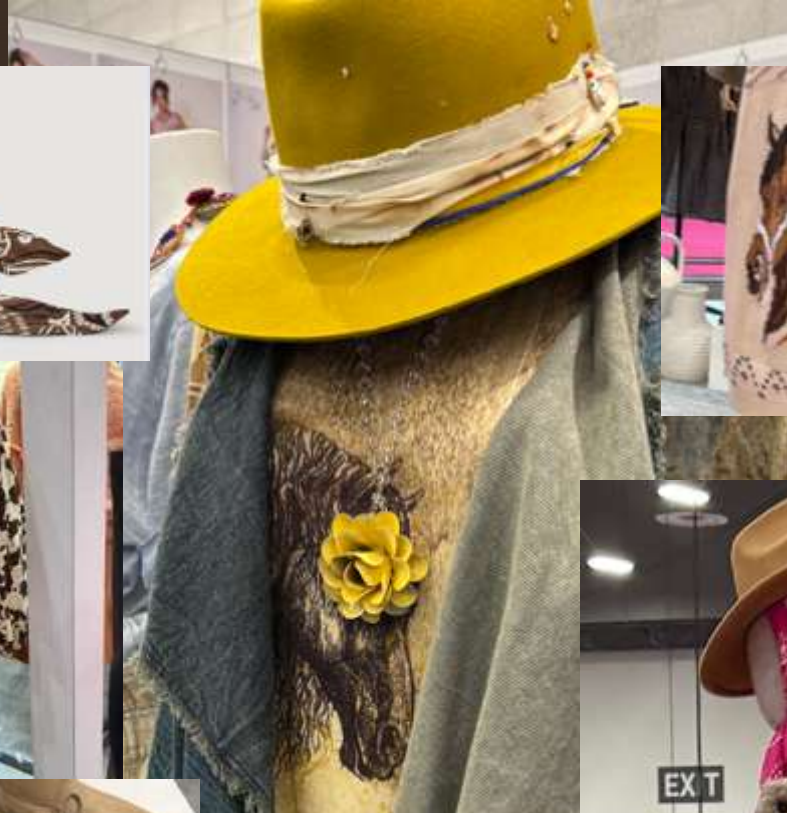


# Tapestry, Stripes, Polka Dots, Lace





# Western, Longhorn, Bandana, Horses







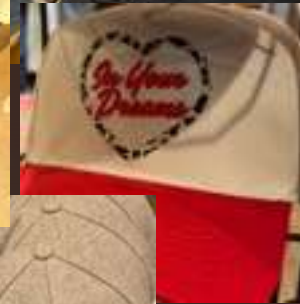


# Nautical / Coastal





# Headwear: Contrasting visors, corduroy, camo, berets, buckets, foam fronts, washed chino, tweed





# One Liners



- less people more dogs
- lemons + "freshly squeezed"
- salty weekend
- blah blah
- lover lover lover
- For the love of lemons
- Favorite daughter
- Sun-kissed
- Have a sweet day
- Bon jour - both "O"s are macarons
- Bon jour Ya'll
- Today I choose Peace
- Joy
- Amen
- Go Ask Your Dad
- Faith over Fear