

BLUE TALKS

BY  WORLDEMBLEM

SPRING
SUMMER

TRENDS
2025

EDITION #1





Lucky

JACKETS\$

CONTENT



- 02 **PANTONE**
OF THE YEAR
- 06 **THE FASHION**
SECTOR
- 14 PATCH YOUR
KICKS
- 16 **HEADWEAR GAME: ON**
- 18 ACTIVATE YOUR
ACTIVWEAR
- 22 PATCHES AND EMBLEMS
THAT WORK
- 26 **PATCH THE SPOT**

PANTONE OF THE YEAR MOCHA MOUSSE

“For Pantone Color of the Year 2025, we look to a mellow brown hue whose inherent richness and sensorial and comforting warmth extends further into our desire for comfort, and the indulgence of simple pleasures that we can gift and share with others.” — Laurie Pressman, VP of the Pantone Color Institute.



THE SIGNIFICANCE OF MOCHA MOUSSE

This year we are brought down to earth with Mocha Mousse—a rich, honest brown meant to evoke a sense of warmth and grounding. Each year, Pantone selects a shade encapsulating today's collective mood and cultural attitudes through the silent language of color. As for 2025, Mocha Mousse embodies a shared desire for “connection, comfort, and harmony” and what better way to express this than with an earthy brown?



Chenille Patches



Faux Leather Patches



Genuine Leather Patch

Brands can better connect with their audiences by understanding today's cultural happenings, and a great avenue for this is through Pantone's Color of the Year.

Mocha Mousse depicts our search for authenticity, highlighting consumer preferences shifting towards more conscious interactions with what they buy. Whether you're in the fashion industry or run a textile business, this guide will help your brand navigate the best path to connect with buyers—starting with Mocha Mousse.



Leather Colors Available at World Emblem

WARM EMBRACE

Interestingly, 2025's color feels like a natural progression from 2024's, Peach Fuzz. While Peach Fuzz resonates with compassion and "offers a warm embrace," Mocha Mousse explores this sentiment deeper with a darker twist. Mocha Mousse continues this search for comfort and connection while grounding and redefining our desires to the very root.



AN AUTHENTIC EXPRESSION

While Mocha Mousse is a simple color, it can provide brands with a versatile angle for expression. This neutral brown is a great foundation for creative expression, as it pairs with shades ranging from humble to bold. Minimalist designs also go hand in hand with this shade as they subtly convey the honesty and authenticity consumers seek while still maintaining an elevated and luxurious feel.

"Underpinned by our desire for everyday pleasures, PANTONE 17-1230 Mocha Mousse expresses a level of thoughtful indulgence. Sophisticated and lush, yet at the same time an unpretentious classic, PANTONE 17-1230 Mocha Mousse extends our perceptions of the browns from being humble and grounded to embrace aspirational and luxe." — Leatrice Eiseman, Executive Director of the Pantone Color Institute.



Chenille Patch with Felt Border

FABRICS & THREADS



THE FOUNDATION OF FASHION

As the seasons change and the weather continues to warm, a renewed desire for natural and sustainable fabrics is set to take over the Spring and Summer of 2025—reflecting an evolution in consumer priorities that seek a balance between the environment, style, and authenticity. Mocha Mousse echoes this sentiment and trickles down to how consumers interact with what they buy. Fresh, natural fabrics like cotton, linen, hemp, and silk fulfill this search for honesty while offering an ideal blend of sustainability, practicality, and timeless charm.



*Spring and Summer
Colors & Textures*



World Emblem Thread Colors

THREADS THAT TRANSFORM

Though small, threads play a mighty role in garment construction. Sturdy, high-quality threads and proper sewing not only ensure the lifespan of clothing but can make or break the overall look of the piece. Natural threads like cotton or silk complement natural fabrics best, seamlessly stitching sustainability and durability together. However, color also plays a significant role when choosing threads. While natural-colored threads and fabrics create a harmonious look together, pairing vibrant, unexpected shades with neutral colors—like a deep blue thread with an ivory fabric—makes for a subtle yet bold pop of color, transforming garments into one-of-a-kind pieces.

THE FASHION SECTOR



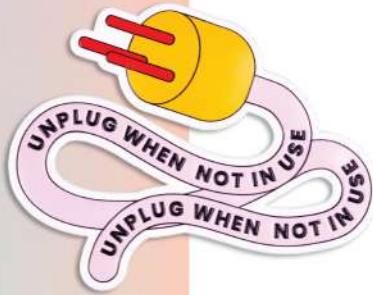
Make a statement with Chenille
and Embroidered Patches!

FASHION FORWARD

2025 is a year that stands out from the rest, and fashion reflects that. While fabrics, threads, colors, and textures each play a vital role in constructing garments, it's the careful curation and incorporation of intricate details that transform simple pieces into one-of-a-kinds.



Flexstyle Domed Emblem



Flexstyle Flat Emblem



3D Embroidered Patch



Sublimated Faux Suede Patch



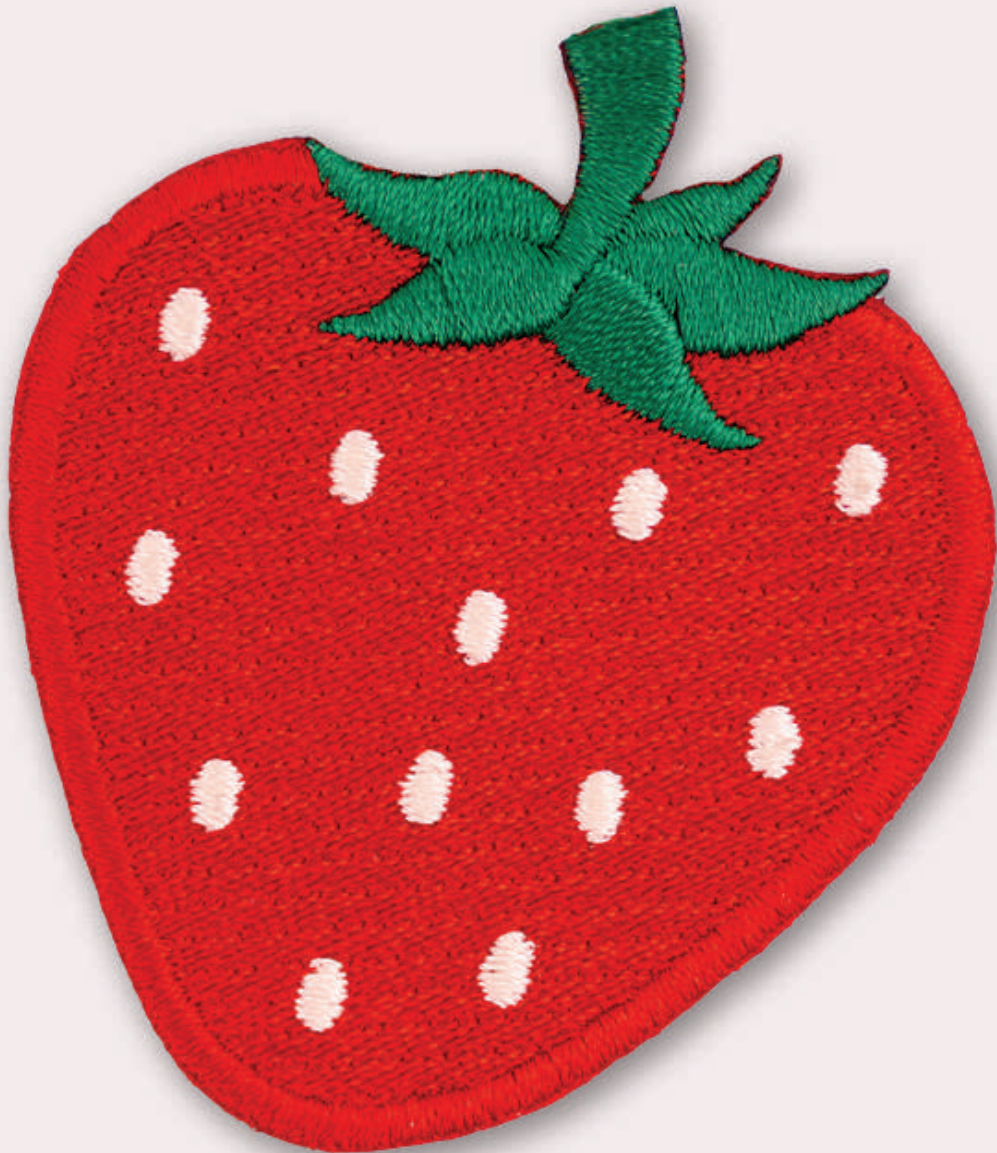
Embroidered Patch



DESIGN IT, PATCH IT, LOVE IT

Embroidery is a classic way to do this, but the art of adding details has evolved beyond traditional stitching. Modern options like Sublimated Faux Suede and FlexStyle emblems deliver eye-catching branding with vibrant colors and intricate details. Meanwhile, Flexbroidery offers an innovative alternative to direct embroidery without the thread. 3D embroidery is another option that brings depth and raised textures to designs. Patches and emblems have emerged as versatile elements that add the perfect amount of detail to garments, whether as designs, images, or logos—bringing both brands and aesthetics to life.

Spring into
Nature



This season springs into action with all things nature.

From buzzing insects to blooming flowers and fresh fruits, spring fashion reminds us to stop and smell the roses, surrounding us in the simple pleasures of the season.

SPRING REIMAGINED

Earth tones like Mocha Mousse ground us in nature and light pastels emulate the airiness of the season—together forging a balance between spring themes and consumer values in 2025.



DETAILS THAT BLOOM

Transforming spring themes into embroidered designs and patches takes this season's couture to another level. Embroidery captures the intricate details of nature, replicating the delicate wings of insects or the soft petals of flowers with striking detail.

Summer ADVENTURES



Embroidered Patch

This summer is about venturing out into the great outdoors and reconnecting with nature with more spontaneity. While spring invites us to appreciate the little things, summer takes us on an adventure. Whether you're road-tripping across the country, climbing new heights, or camping under starry summer nights, this season takes us on a journey of exploration through a deeper connection with the world around us.

CABIN-CORE MEETS COUTURE

Brown shades reminiscent of log cabins, tree trunks, and earthy trails are translated into summer fashion and speak the language of the season. Patches and emblems can also bottle the season's essence by recreating summer themes on garments.



Flexstyle Flat Emblems



SUMMER STORIES

Document your summer travels with emblems and patches that tell a story. Although Embroidered Patches replicate the look of traditional nature patches, FlexStyle emblems are a flexible 3D alternative, tough enough for any adventure.



Embroidered

FOOD



Even summer BBQs are making their way into summer fashion. Garments embellished in food-themed patches bring out the playful side of the season that truly stands out.

STYLE WITH A DASH OF FLAVOR

Food-themed patches not only celebrate the flavors of summer but also bring out the light-hearted side of the season, reminding us that summer is about being carefree.





Patch



your



Kicks

Going beyond fabrics, shoes and accessories are equally important to fashion, and what better way to step up your style than by decking out your kicks!



Flexstyle Flat Metallic

FlexStyle Flat is the perfect addition to sneakers for branding or personalization. Its sleek matte finish is ideal for showcasing modern designs while ensuring durability that withstands everyday wear.



Flexstyle Flat Metallic



Flexstyle Flat Non-Metallic

For those looking to add a little extra shine, FlexStyle Flat also comes in a striking metallic finish. This finish provides an aesthetic twist to your footwear, adding a sleek, reflective shine that stands out in any light.

Shoes tell a story, and with every step, FlexStyle emblems brings these stories to life, transforming your kicks into a canvas for expression.



Flexstyle Flat Non-Metallic



HEADWEAR GAME: ON



Embroidered Patch



Direct Embroidery



PV+ Emblems

Headwear is more than just an accessory; it has evolved beyond functionality into signature pieces. While fashion itself conveys a message, headwear displays it front and center. Hats allow wearers to proudly represent their favorite sports teams, cities, and brands, making quality patches and emblems essential for delivering an impactful message.



Woven Patch

Elevate your hat game with a variety of patch and emblem styles, transforming your headwear into statement pieces that speak volumes. Embroidery, 3D Embroidery, and Direct Embroidery are part of the same family, capturing even the most intricate details of your designs. On the other hand, Flexbroidery offers an alternative to direct embroidery, providing the same look without the use of thread! Meanwhile, Woven Patches and PV+ emblems are other options that offer crisp lines and a modern dynamic twist.



Plotter Cut Transfer

ACTIVATE

YOUR ACTIVEWEAR



Plotter Cut Transfer

WHERE STYLE MEETS MOTION

Activewear has traveled far beyond gym walls, becoming a central component of everyday fashion. Its sleek, high-performance fabrics allow for flexibility and mobility, drawing the perfect balance between comfort and style. Activewear is ideal for hitting the gym, running errands, or lounging at home, empowering wearers to move freely throughout their day—all while looking effortlessly polished.

A FLEXIBLE EDGE

Customization takes activewear to new heights with seamless additions that withstand the toughest workouts. Plotter Cut Transfers are the ultimate solution for sleek fabrics, featuring a flat design that blends perfectly with activewear garments. Meanwhile, PV+ emblems are designed to move with you, offering unmatched flexibility and performance.



PV+ Emblem



Flexstyle Flat



Plotter Cut Transfer



PV+ Emblem



PV+ Emblem



Flexstyle Flat



Flexstyle Flat



Flexstyle Domed

FlexStyle emblems are great additions, bringing a dynamic effect to fabrics in various finishes that add a touch of depth.

SEAMLESS STYLE, ENDLESS POSSIBILITIES

Stay hydrated in style with emblems that compliment your accessories best. Personalize your accessories with FlexStyle Signature emblems and make a bold statement anywhere you go.



Flexstyle Signature

BACK TO THE CLASSICS

While activewear dominates everyday fashion, sportswear brings a touch of tradition. Golf is a timeless sport, and its apparel is no exception. Embroidery is a classic addition to golf apparel and remains the preferred branding and decorating solution that adds a touch of elegance to any garment.





TEAM *Spirit*

Cheerleading is a sport that has long symbolized energy and spirit—and nothing captures that essence better than Chenille Patches. Their soft, raised texture not only makes a bold statement but also evokes a sense of nostalgia for simpler times.



PATCHES & *EMBLEMS* *THAT WORK*

Functionality and durability are at the core of workwear; therefore, patches and emblems should be designed to work just as hard as the wearer.



Embroidered Patches

BUILT FOR THE JOB

Embroidery is a staple for workwear garments, providing a classic, polished look that is tough enough to endure everyday wear and tear. With easy heat seal applications or sew-in backings, embroidery seamlessly blends into any workwear style and is built to endure demanding environments.

PV+ emblems are the perfect modern addition to any garment. This emblem is known for its flexibility and is designed to withstand heavy use, allowing for style and practicality to go hand in hand.

Embroidered Patches



Embroidered Patches



PV+ Emblem



Flexstyle Flat Emblem

HEAVY-DUTY STYLE

FlexStyle is our most durable emblem yet, perfect for hard hats and heavy-duty workwear. FlexStyle emblems come in various finishes and their pressure-sensitive backings are built for easy application on hard goods while making a bold impact.

THE OFFICE



Workwear also extends into the office, where style and identity meet in the middle, making patches and emblems key players for first impressions.



Embroidered Patches

FIRST IMPRESSIONS START WITH US

Details matter in the office, and embroidery is the ultimate solution for a polished look.

Embroidery refines business casual garments by blending company identity with style, ensuring every piece of attire speaks volumes.





PATCH THE SPOT



Print Stitch Patches

2025 is a year for grounding, encouraging us to immerse ourselves in nature and open our eyes to the inspiration in front of us. The rich, earthy hues of Mocha Mousse invite us to explore the colors of the outdoors, reminding us to connect with the roots below us.

National Park patches and emblems are a nostalgic nod to the iconic National Park posters of the 1930s and 40s and offer a way to document these moments of connection. The best color palettes are also found in nature, and quality patches and emblems uniquely capture their essence.

With its swirling reds and dusty browns, the Grand Canyon is full of inspiration and intricate patterns. While the Grand Teton's lush, green landscapes breathe life into designs.

In nature, we find not only inspiration but also ourselves. Weaving earthy elements into designs, garments, or emblems allows us to tell our stories through fashion and creation while connecting to the world beyond our windows.



Print Stitch Patches



