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TREND SPOTTER: INFINITY SCARVES

Infinity scarves are now all the rage at retail, offered by stores such as Forever 21, H&M, Nordstrom, Express and Anthropologie, and the demand no doubt has stemmed in part from their frequent appearances on celebrities. These solid-colored or patterned accessories, so called because the sewn-together ends form a continuous loop, have recently been spotted on Hilary Duff, Emmy Rossum, Blake Lively, David Beckham and Kanye West. They're available in a diverse range of fabrics, from polyester and rayon to cashmere and silk, and a variety of price points. Lightweight fabrics can be worn all year round, while heavier materials are perfect for the fall and winter months.

Promotional apparel companies are getting in on the action by offering customizable infinity scarves, ideal for company stores, trade shows, uniforms, incentive programs and more. Because they're flying off retail shelves, "distributors continue to meet demand from clients who want to match the latest fashions," says Bruce Everakes, partner at Wolfmark (asi/98085). "Infinity scarves will definitely be more visible as the year progresses."

Bayo Simmonds, president of Assertive Creativity (asi/37166), is seeing increased demand for infinity scarves in polyester, acrylic, viscose and modal. "They're actually receiving more interest every season," he explains. "It has a very stylish, classic appeal. We have tons of options with our solids and prints, and our increasingly popular custom service."

Since infinity scarves can pose a challenge for more common embellishment methods like embroidery and screen printing, distributors have looked to both solid colors that complement logo colors and the custom wet-dye process. "Digital printing is another option," says Simmonds. "This style really has no limitations, particularly for women." Consider trade show uniforms, charitable event merchandise booths, department store giveaways and incentive programs.