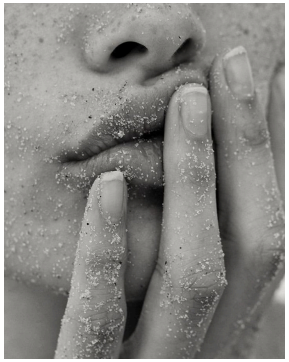


Universal Thread

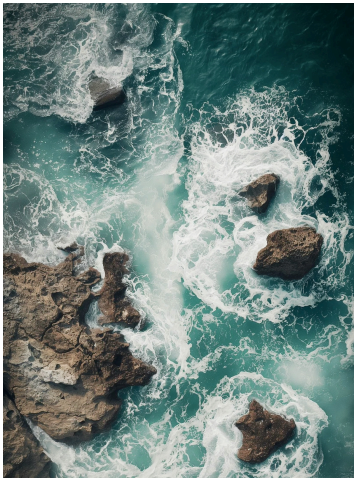
GOODS CO.

the long way home

















Capturing the romance of a slow paced road trip to a rugged, mist shrouded coastline, this visual story celebrates the beauty of the journey, from roadside stands to watching the tide come in from a rocky bluff. Grounded in a modern heritage lifestyle, it centers on a well loved wardrobe that feels intentionally collected over time, serving as the ultimate embodiment of clothing curated by hand and softened by time. The mood is melancholic yet cozy, adventurous yet familiar, evoking the exact feeling of pulling on your favorite, perfectly worn in sweater just as the coastal chill sets in. Ultimately, this concept connects with the Universal Thread guest's desire for authenticity, grounding, and effortless, weathered nostalgia in a fast paced world.

Color Story

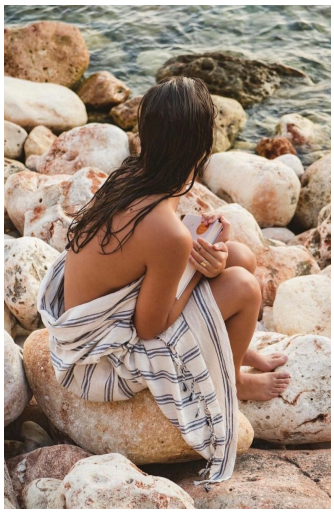












PANTONE® 18-5619 TCX Tidepool

PANTONE® 19-5232 TCX Rain Forest

PANTONE® 19-1241 TCX Tortoise Shell

PANTONE® 19-1223 TCX Downtown Brown







PANTONE® 11-0607 TCX Sugar Swizzle

PANTONE® 15-1318 TCX Pink Sand

PANTONE® 18-4037 TCX Sea of Belize

PANTONE® 19-4033 TCX Poseidon

- **Aesthetic:** Matte finishes, low-contrast washed tones, and tactile textures.
- **Material Triggers:** Weathered canvas, faded denim, slub yarns, and tumbled sea glass effects.
- **Vibe:** Effortless, melancholic yet cozy, and timelessly adventurous.

Key Materials

Slub Knits & Wovens



Crinkled Gauze



Crochet & Novelty Knits



Tactile surfaces that celebrate **irregularity as luxury.**

- **Slub Knits & Wovens:** Textured basics featuring intentional, uneven yarn weights that mimic organic imperfections.
- **Crinkled Gauze:** This built in texture eliminates the need for ironing, embodying the easy, pack-and-go mentality of a roadside getaway.
- **Crochet & Novelty Knits:** Open stitch details, chunky textures, and artisanal patterns that feel like treasured thrift store finds or passed down family heirlooms.

Key Trends

Rounded / Full Sleeves



Ruffles



Braids & Macrame



- **Rounded & Full Sleeves:** Nostalgic and effortless; billowy, curved sleeves and soft balloon shapes that create gentle volume and a relaxed, sweeping movement.
- **Soft Ruffles:** A nod to heritage dressing; when executed in tumbled gauze or washed cotton, these ruffles look relaxed, unstructured, and beautifully softened by time.
- **Braided Straps & Macrame Accents:** The ultimate expression of the handmade; these tactile accents feel collected and intentional, elevating simple tank tops, dresses, and accessories into unique, artisan inspired statement pieces.

Look One - Tactile Maxi Dresses + Convertible Coverup





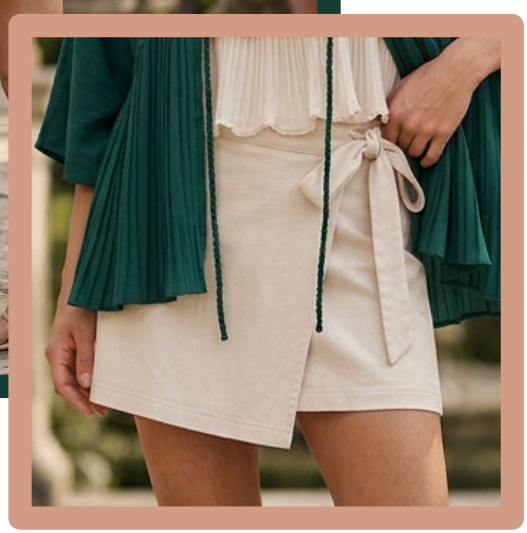
Look 2 - Ruffled Tanks + Elevated Layering





Look 2 - Skorts







Look 3 - Tie Sleeve Dress



