

TOP TRENDS + STYLE SURPRISES

TM

FALL 2017

Marshalls recently commissioned a national trend survey and found **93% of women** relish in the experience of the find—discovering an unexpected item to bring together a style or a room just right.

With ever-changing selection across fashion, beauty and home décor, Marshalls is the destination to find today's trends at incredible prices. Built around style and surprise, each Marshalls welcomes new on-trend designs from brands you love every single week.

FASHION

FALL '17

%

79%

of women search for that one item that brings together her look

2/3

of women believe they are better at creating their own styles than fashion experts

79%

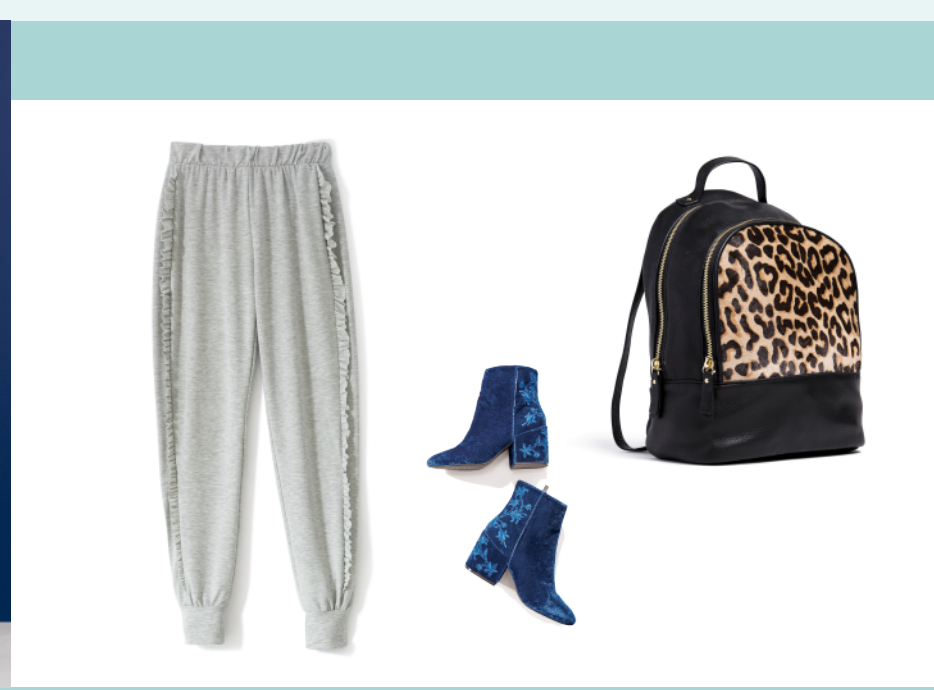
of women believe combining patterns and textures create the most stylish fall looks

HOTTEST STYLES

- Masculine looks, feminine flourishes
- Embroidery, lace, ruffles
- Statement sleeves, shoulder details
- Embellished denim
- Patterned and textured layers
- Athleisure with feminine details



HOW SHE MADE FALL TRENDS HER OWN



PREDICTED TREND

HOW SHE MADE IT HER OWN

OVERSIZED BLAZERS + PANTSUITS

DRESSED-UP JOGGERS

MARSHALLS LOOK: Pair joggers with a structured jacket. Customize the look with a ruffled jogger, velvet booties or a print backpack.

AMERICANA + WESTERN INFLUENCE

VICTORIAN + GRUNGE

MARSHALLS LOOK: Balance feminine sophistication with rocker design. Customize the look with bell sleeves, mules and deconstructed denim. Complete it with a velvet crossbody bag.



TOP TRENDING COLORS

BEAUTY

FALL '17

%

62%

of women claim they want nature-inspired ingredients

TOP 3

NATURE-INSPIRED INGREDIENTS

1. Charcoal
2. Kale
3. Matcha Tea

FALL BEAUTY INSPIRED BY NATURE

- Layers of nudes, natural earth tones and metallics create fun options
- Nature-inspired remedies (e.g. kale, pink clay and turmeric)
- Must-have masks this season feature charcoal and matcha to clean, hydrate and energize



HOME

FALL '17

%

72%

of those surveyed feel fall arrives when they place a pumpkin decoration in their home

TOP 3

HOME DÉCOR STYLES

1. Traditional
2. Rustic
3. Contemporary

FALL-FREAKIN-TASTIC HOUSEHOLD TRENDS

- Pumpkin décor for any interior style
- Autumn sage and jewel tone accents
- Lighter-washed woods and galvanized metals



#MARSHALLSURPRISE

Marshalls
YOUR SURPRISE IS WAITING

Methodology: 1,000 nationally representative U.S. women ages 25-54 who have shopped retail in the last year and are not industry affiliated.