

Hatswork Round-Up: October 25, 2018



In today's Round-Up, we're looking at how promo merch popped up amid one of the most highly debated Congressional hearings of 2018. We'll also look at [women's apparel](#) and how it's affecting [promo merch for ladies](#), and small business hiring trends.

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[Kavanaugh Controversy Prompts Outpouring of Promo Merch](#)

Unless you've been living under a rock the past month, you heard about Congress's controversial decision to confirm [Trump's](#) Supreme Court Justice nominee, Brett Kavanaugh. Here at Hatswork, we've always told you about the importance of taking advantage of [micro-moments](#) in [history](#) and [pop-culture](#).

Well, the internet did not disappoint. People all sides of the political spectrum, weighed in on the Kavanaugh hearings and the [#Metoo movement](#) with some clever merch including the slogans, KavaNOPE and I still like beer.

Promo Marketing

[How Women's Apparel, Unisex, and the Corporate Market Has Changed \(and How to Sell It Now\)](#)

We cover [women's hat trends](#) every 6 months, but this article looks at [women's apparel](#) as a whole to see how it affects the promo merch industry. Be sure to read the full article and all of our [past trend series blogs](#).

- Changing Times for [Women's Apparel](#)
- Focus on Fabric

Small Business Trends

[Small Businesses Struggle to Hire Talent as Competition Increases](#)

[Did you know 56% of small businesses find it somewhat difficult or very difficult to find the right employee](#), or that [24% of small/medium businesses \(SMB\) say it is harder to attract talent than it was five years ago](#)? How about that only 59% of small businesses recruit employees online?

Learn all about these statistics, and how SMBs are working to improve their hiring pools by reading the full article. You'll find the following topics covered and more.

- Small Business Recruiting Competition on the Rise
- Data About the Skill Sets
- How Small Businesses are Competing

- How Small Businesses Find Talent

Did you see any other Kavanaugh promo merch we should know about? Link to it in the comments below.