

2024

TREND
S
END
REPORT



In today's consumer landscape, sustainability meets sophistication as brands seamlessly integrate eco-consciousness with style. Personalization and empathetic connections deepen brand-consumer relationships, while simplicity and minimalism redefine design aesthetics. From persuasive packaging to nostalgic nods, each of these trends reflect a conscientious shift towards meaningful engagement and lasting impact in an ever-evolving market.

Nostalgic Nods
PAGE 4

Tailored Touch
PAGE 6

Less is more
PAGE 8

Sustainable Chic
PAGE 10

Summer Splash
PAGE 12

Neutral Harmony
PAGE 14

Persuasive Packaging
PAGE 16

INTRO



Nostalgic Nods

Nostalgia has become a powerful marketing tool, particularly in engaging the kidult consumer demographic. By tapping into retro and vintage aesthetics, brands evoke a sense of childlike wonder and authenticity. From embracing lo-tech mediums to drawing inspiration from analog artifacts like vinyl records and video games, brands offer comfort by transporting consumers to simpler times. Nostalgic nods not only evoke fond memories but also create emotional connections, fostering brand loyalty and resonance in a fast-paced digital age.



ST4143
NEOSKIN HARD COVER JOURNAL



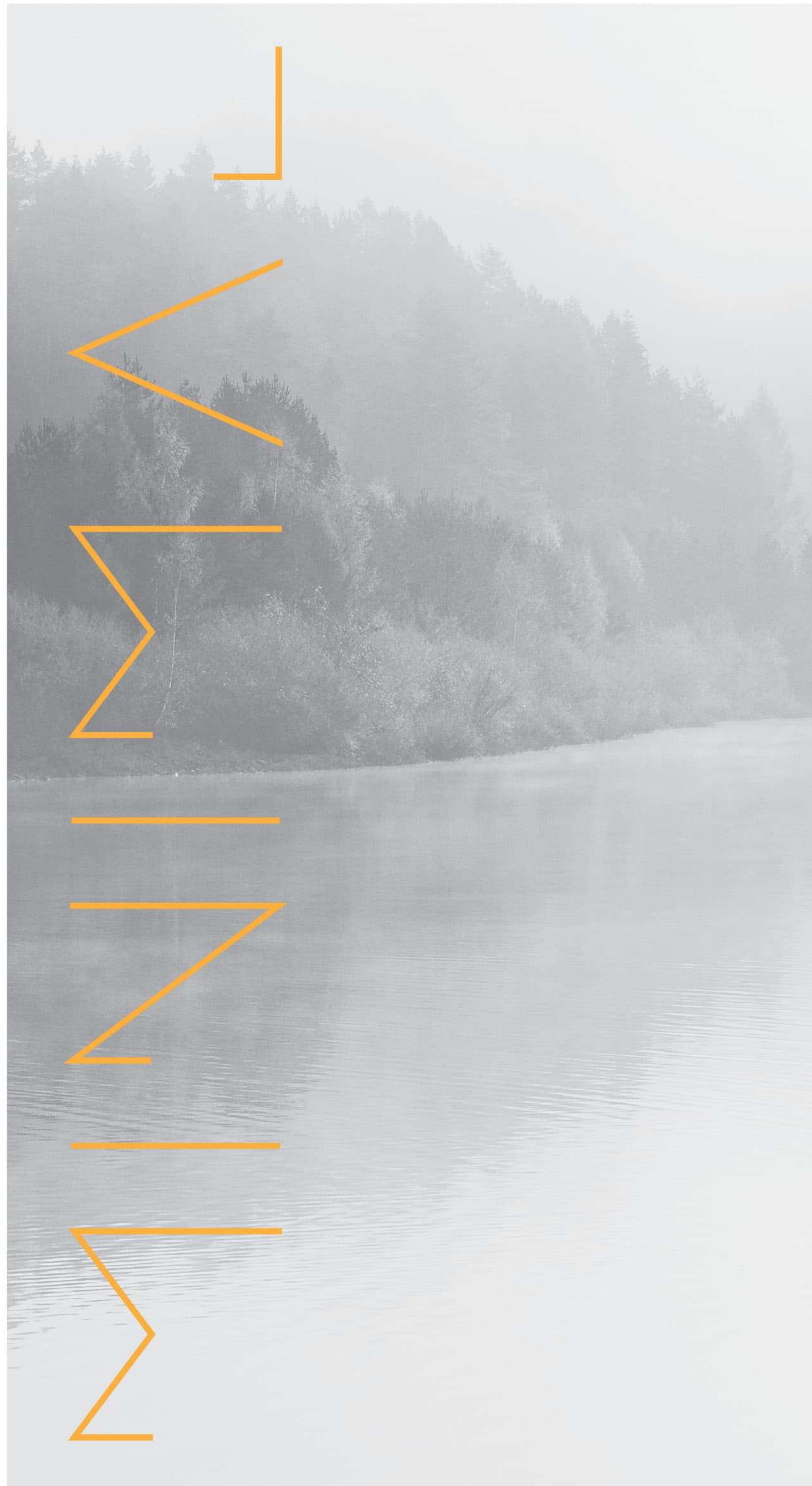
DW309
EYE CANDY
600 ML / 20 OZ STAINLESS STEEL BOTTLE



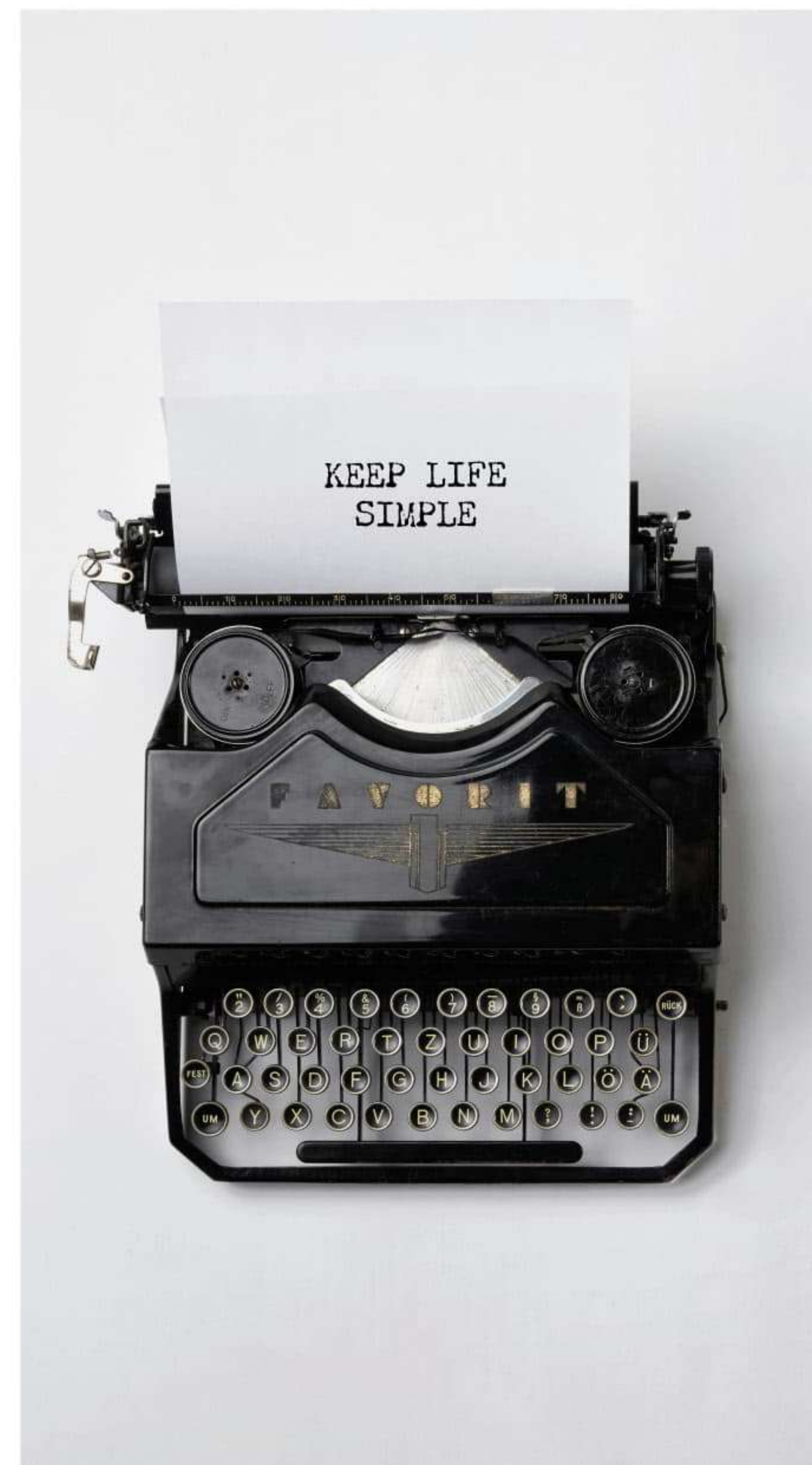
G1282
ALIX BALLPOINT PEN



RETRO
NOSTALGIA



DW302
TREND SETTER REFLECTION
600 ML / 20 OZ STAINLESS STEEL BOTTLE



The trend towards simplification and minimalist designs underscores a shift towards reducing noise and embracing a more refined aesthetic. Design language and branding have evolved to embody simplicity and sophistication, allowing products to speak for themselves. Creative unbranding strategies prioritize the digital and emotional journey over loud branding, leaving a lasting impression that transcends fleeting interactions.



BG124
VANGUARD BACKPACK

SUSTAINABLE-CHIC

In the realm of sustainable-chic and eco-elegance, there's a shift away from the stereotypical "eco" aesthetic. Instead, brands are embracing a more **sophisticated approach** to sustainability, where eco-consciousness seamlessly integrates with style.

This involves creating **value-added merchandise** that gives products a second life and utilizing **circular materials** that minimize waste and promote a more sustainable lifecycle. Consumers are increasingly making **conscious and informed choices**, prioritizing products that not only benefit them but also contribute to the regeneration of nature, ushering in a **new era of mindful consumption** and environmental stewardship.



DW105
DAYDREAMER
530 ML / 18 OZ RECYCLED PLASTIC BOTTLE



BGR105
NOMAD MUST HAVES - RENEW
BACKPACK



SUMMER SPLASH

Step into the vibrant world of "Summer Splash," where every hue is a celebration of carefree days and nostalgia-filled vacations. This trend embodies the essence of summer with fun, vibrant colors that evoke memories of lazy beach days and refreshing cocktails. From playful pastels to bold tropical shades, retailers are infusing spaces with a sense of relaxation and spontaneity, inviting customers to embrace the laid-back spirit of the season. Whether it's through whimsical decor or breezy fashion, "Summer Splash" channels the joy of summer, promising a getaway from the everyday hustle and a return to carefree vibes.



BGR800
NOMAD MUST HAVES - RENEW SLING BAG



DW325
BIG SWIG SR.
1240 ML / 42 OZ STAINLESS STEEL BOTTLE





DW700
PERFECT STORM 650 ML / 22 OZ TRITAN™ TUMBLER

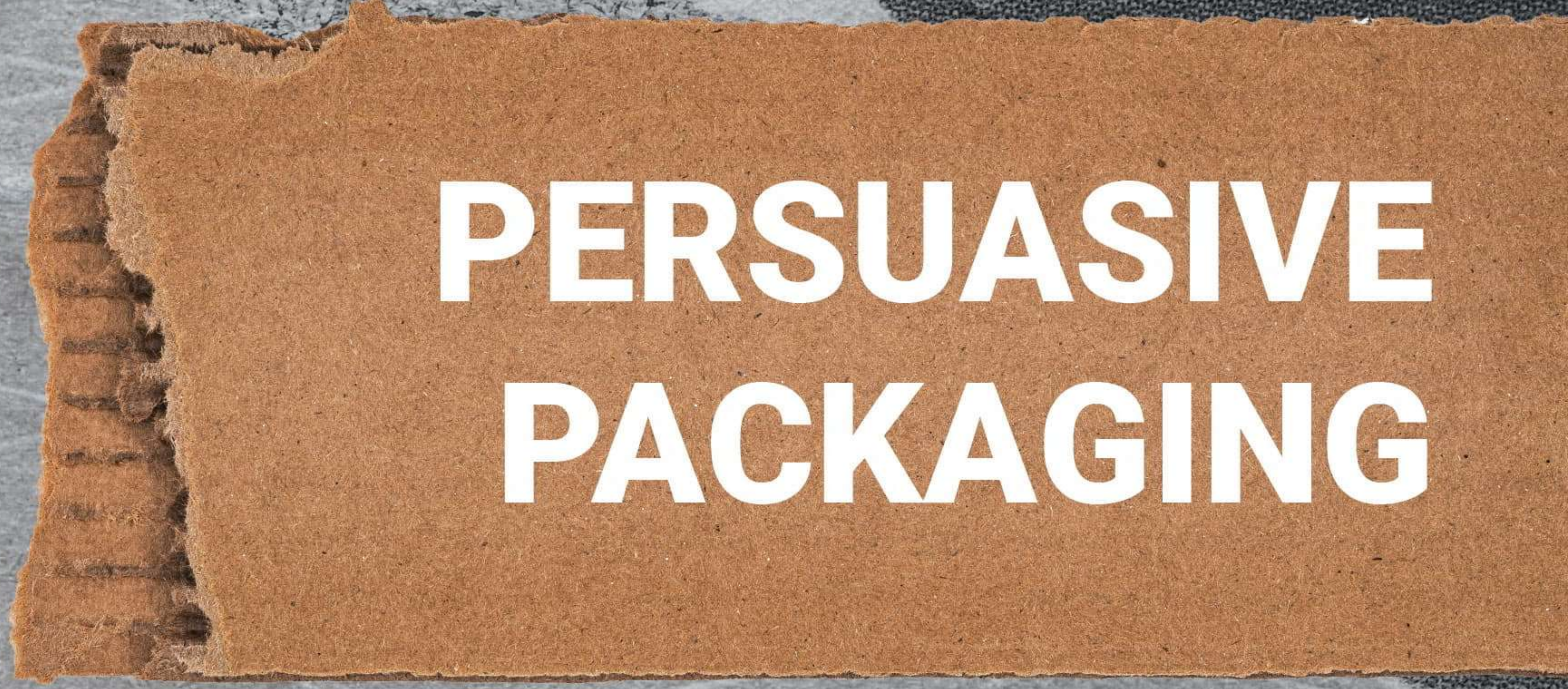


Neutral Harmony

A tranquil shift towards calming neutrals and muted materials is transforming spaces into havens of serenity. Embracing a pared-back aesthetic, retailers are finding beauty in the ordinary, elevating everyday items with understated sophistication in texture. This quiet luxury speaks volumes, offering consumers a respite from the noise of modern life while celebrating the subtle elegance found in simplicity.

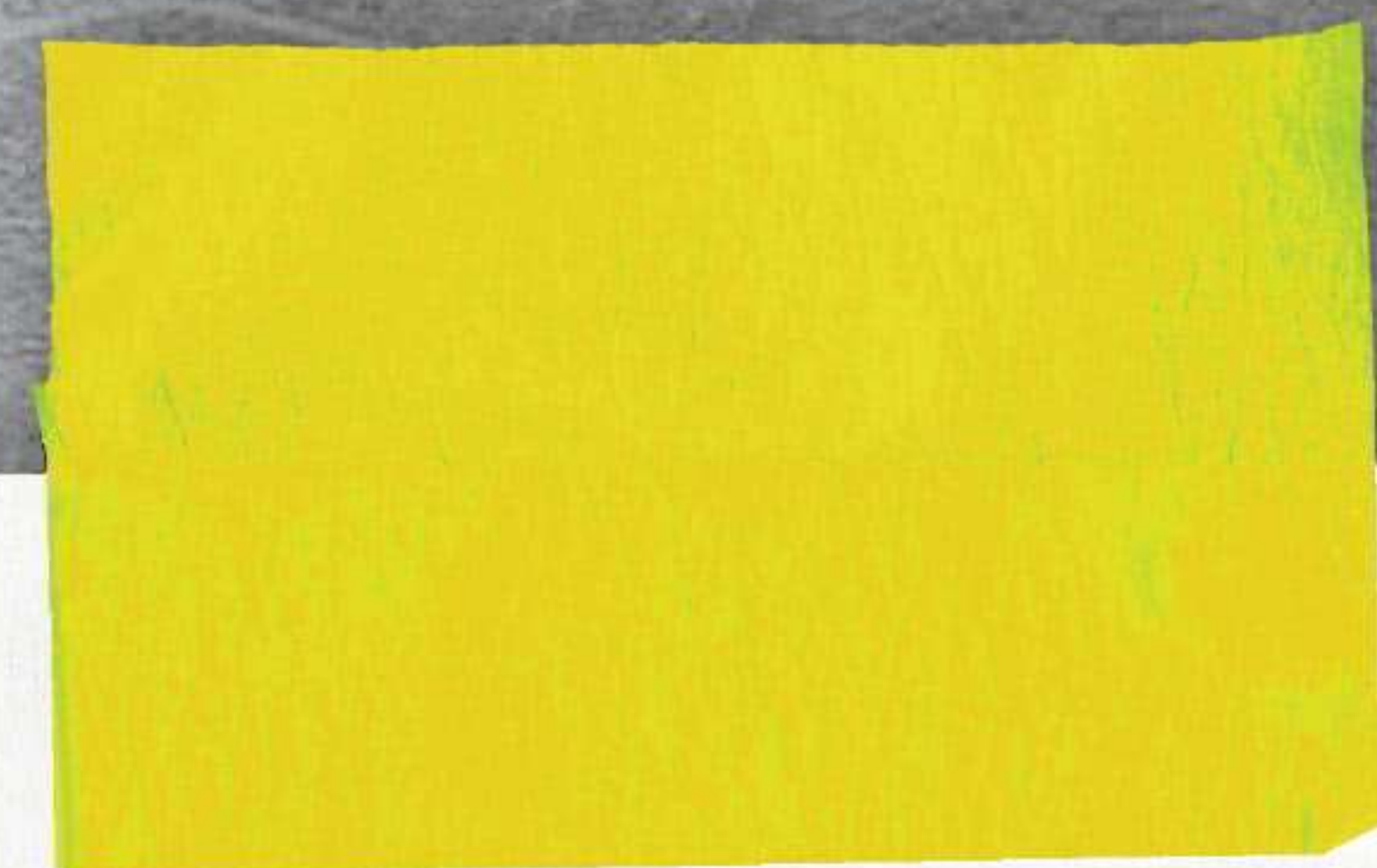


ST3102
LINEN SOFT COVER JOURNAL



PERSUASIVE PACKAGING

DW309
EYE CANDY 600 ML / 20 OZ STAINLESS STEEL BOTTLE
(SHOWN WITH UPGRADED TUBE PACKAGING)



Persuasive packaging has emerged as a crucial aspect of the consumer experience, with brands leveraging **innovative technologies** and **sustainable materials** to enhance engagement. **Smart packaging**, featuring QR code integration and tech-enabled features, serves as an important touchpoint before product interaction. Brands are exploring **natural alternatives for packaging** and inner cushioning materials, aligning with eco-conscious consumer preferences. **Creative copywriting** and the allure of unboxing experiences fuel user-generated content, amplifying brand visibility and loyalty.



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