



# WHITESTONE TREND FORECAST

WHITESTONE

TWENTY TWENTY FOUR



# AT WHITESTONE...

We believe that "No Two Stones Are Alike".

Our philosophy is to treat each client uniquely and unlike any other relationship we have through building an understanding of their business, industry, brand and internal team.

When you partner with us, you'll discover that we seamlessly integrate with your brand, recognizing the importance of a service-oriented approach where prioritizing the customer's needs is our focus. We handle every interaction with the utmost care, ensuring that the customer always comes first.

## OUR FOCUS

Whitestone is dedicated and committed to providing our valued clients with the most cutting-edge products and staying ahead of the curve with the latest trends. Our focus is centered around fulfilling consumer wants and needs, while utilizing the newest materials and innovative products available on the market.

As your trusted branded partner, we are committed to selecting only the most stylish and on-trend products that will ensure your brand stands out in today's competitive market. With Whitestone, you can rest assured that you are investing in products that are fashionable, functional, and always on trend.





04 GOOD FOR THE PLANET



08 NATURE BLEND



12 TRANSFORMATIVE WELLNESS



16 DIGITAL NOMAD



20 BEYOND THE BOX



24 COLOR TREND: THE NEXT NEUTRALS



25 COLOR TREND: RESTORATIVE PASTELS



26 COLOR TREND: SPICE HUES



27 COLOR TREND: CYBER BRIGHTS

# TREND STORIES





# GOOD FOR THE PLANET

Last year's emphasis on [Good For The Planet](#) has only intensified in 2024, reflecting a growing global awareness and urgency regarding environmental sustainability. This year, the eco-conscious movement is not just a passing trend but a fundamental shift in consumer behavior and expectations.

One of the key aspects driving this movement is the call for products with a purpose. Consumers are increasingly seeking out items that serve a meaningful function while also minimizing their impact. This means prioritizing products that are not only reusable but also built to last. Durability is a key factor in purchasing decisions, as consumers recognize the value of investing in items that will stand the test of time.

Brands are responding to this shift by embracing the use of eco-friendly materials in their products. From recyclable second life packaging to eco-friendly materials, companies are focused on reducing waste and minimizing their carbon footprint.

Additionally, there's a strong emphasis on contributing to the community, whether through local sourcing initiatives, partnerships with environmental organizations, or charitable giving programs.

By prioritizing products that are good for the planet, consumers are not only making a positive impact on the environment but also redefining the role of consumption in shaping a more sustainable future

[SHOP GOOD FOR THE PLANET](#)

[SHOP GIVE BACK](#)

# MOOD



# GOOD FOR THE PLANET

# GOOD FOR THE PLANET

- Recycled PET
- Organic Cotton
- Stone
- Cork
- Bamboo
- Reclaimed Wood
- Hemp
- Jute
- Non-Woven RPET
- Recycled Resin
- Bioplastic
- Recycled Paper



# MATERIALS



# DETAILS

- Organic*
- Wear Your Impact*
- Certified B Corp*
- Climate Neutral Certified*
- Second Life Packaging*
- Zero Waste*
- PVC Free*
- Biodegradable*



# GOOD FOR THE PLANET





# NATUREBLEND

In 2023, we highlighted the concept of [Hybrid Living](#) which has seamlessly and permanently integrated into our lifestyles, blurring the lines between work and leisure.

As individuals strive for a versatile life, one where they can balance professional commitments with personal passions, a profound desire to connect with nature and the outdoors has emerged.

This shift in mindset has sparked a demand for products and experiences that complement our dynamic lifestyles, offering both utility and a sense of rejuvenation.

NatureBlend is a concept aimed at seamlessly integrating the outdoors into our everyday lives, enriching our experiences and promoting a healthier work-life balance.

By championing versatile products, redefining work-life balance, and promoting recreational experiences, NatureBlend encourages individuals to embrace the transformative power of nature and cultivate a deeper connection with the world around them.

[SHOP APPAREL](#)

[READ MORE ON HYBRID BRANDS](#)

# NATUREBLEND



# MOOD



# NATUREBLEND



- Fleece*
- Neoprene*
- PVC-Coated*
- Recycled Wool*
- Corduroy*
- Aluminium*
- Rubberized*
- Metal*
- Mesh*
- Waffle*



# MATERIALS

# DETAILS

- Utilitarian*
- Durable*
- Multifunctional*
- Solar Powered*
- Waterproof*
- Weather Resistant*
- Protective*
- Color-Blocking*
- Contrast Piping*
- Technical Trims*
- Breathability*
- Lightweight*
- Easy Clean*



# NATUREBLEND



# TRANSFORMATIVE WELLNESS

In today's fast-paced world, finding a sense of balance and wellbeing has become more crucial than ever. Enter the trend of Transformative Wellness, a holistic approach to health and happiness that's sweeping across generations, with millennials leading the charge.

At its core, Transformative Wellness is about embracing moderation in all aspects of life. People are recognizing the importance of balance – in diet, exercise, work, and leisure. It's about finding a sustainable way of living that nourishes both body and mind.

Central to this trend is the prioritization of mental health alongside physical wellbeing. Individuals are actively seeking ways to cultivate inner peace and resilience. Transformative Wellness is also about creating harmony in our lives. From the way we structure our days to the environments we inhabit, there's a growing desire to align our actions with our values and goals. This includes investing in our living spaces – turning our homes into sanctuaries that promote relaxation, creativity, and personal growth.

Consider the phrase: "What is your 5-9AM before your 9-5PM?" It's a reminder that how we start our mornings can set the tone for the entire day. Whether it's practicing yoga, journaling, or simply enjoying a leisurely breakfast, incorporating mindful rituals into our morning routine can have a profound impact on our overall wellbeing. Transformative Wellness represents a shift in how we approach health and happiness. It's about embracing moderation, prioritizing mental health, seeking harmony, and investing in our overall wellbeing.

In a world that's constantly pulling us in different directions, Transformative Wellness offers a roadmap to living a more balanced, fulfilling life.

[SHOP WELLNESS](#)

[SHOP HOME](#)



# TRANSFORMATIVE WELLNESS



# MOOD





# MATERIALS

*Eco-Friendly*

*Faux Fur*

*Shearling*

*Cork*

*Jade*

*Plush*

*Microfiber*

*Linen*

*Boucle*

*Bamboo*

*Wool*



# TRANSFORMATIVE WELLNESS



# TRANSFORMATIVE WELLNESS



Restorative  
Effortless  
Detoxing  
Holistic  
Locally Sourced  
Healing

# DETAILS





# DIGITAL NOMAD

This trend defines a shift towards prioritizing experiences and purposeful travel over mere sightseeing or ticking off destinations from a list. The mantra is clear: it's not about the destination; it's about the journey.

Digital nomads are combining work and adventure travel, utilizing smart technology to work remotely from locations around the world. Bleisure travel is a growing trend where professionals are carving out some time for themselves while on business. Making portable, durable, and packable tech evermore essential.

The hashtag #traveloutfit has become the former #OOTD, emphasizing the importance of stylish yet practical attire for extended trips.

By embracing the hybrid nature of work and leisure travel, individuals can maximize their experiences. They can enrich their professional lives through business engagements while also creating lasting memories during their personal leisure time.

[SHOP TECH](#)

[READ MORE ON TECH INFUSION](#)

# DIGITAL NOMAD



# MOOD

High Quality  
 Eco-Friendly  
 Scratch-Resistant  
 Powerknit  
 Recycled Plastic  
 Ripstop Nylon  
 Tencel  
 Modal  
 PolyBlend



# DIGITAL NOMAD



# MATERIALS

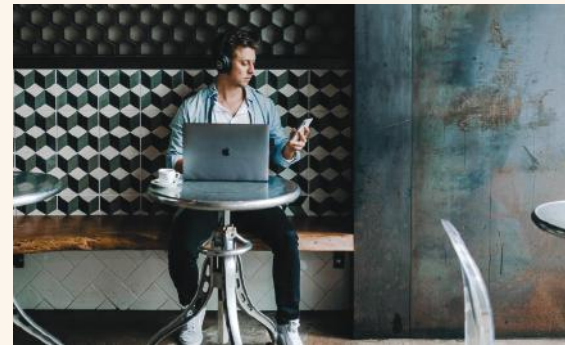


# DIGITAL NOMAD



## DETAILS

- Multifunctional
- Portable
- Innovative
- Designed to Last
- Versatile
- Fast Charge
- NFC
- Smart Storage
- Adjustable
- RFID-Safe
- Padded
- Ergonomic





# BEYOND THE BOX

In today's consumer landscape, the importance of packaging extends far beyond mere functionality. Gone are the days when a simple white or cardboard box sufficed. Now, consumers are deeply conscious of how their items are packaged, and the experience of opening a package has become a standard expectation.

The modern consumer experience does not end with the sale of goods. It extends to the unboxing experience—a moment that brands can leverage to create lasting impressions. Consumers want packaging that goes beyond mere protection of the product; they seek thoughtful design, eco-friendly materials, and even second-life capabilities.

Thoughtful capabilities in packaging encompass various elements, from innovative openings to personalized touches that make the unboxing experience memorable. Brands that invest in designing packaging with these considerations in mind can enhance customer satisfaction and loyalty.

The evolution of packaging reflects the changing preferences and values of today's conscious consumers. Brands that prioritize thoughtful design, eco-friendly materials, and second-life capabilities in their packaging can not only meet consumer expectations but also differentiate themselves in a competitive market while making a positive impact on the environment.

[SHOP PACKAGING](#)

# MOOD



# BEYOND THE BOX

# BEYOND THE BOX



Plastic-Free  
Upcycled  
Wood  
Composite  
Biodegradable  
Cardboard

# MATERIALS

# DETAILS

- Magnetic Dividers
- Drawers Second Life Features
- Modular Innovative
- QR Code Inserts



# BEYOND THE BOX



# COLOR STORIES

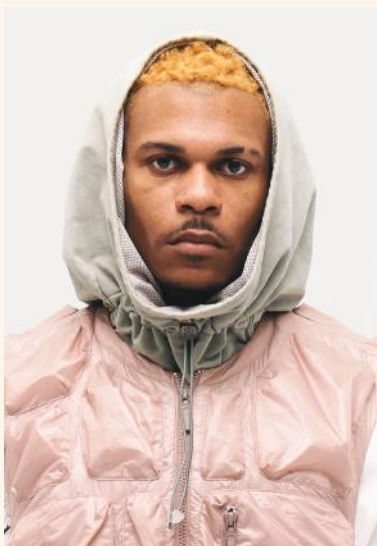


# COLOR

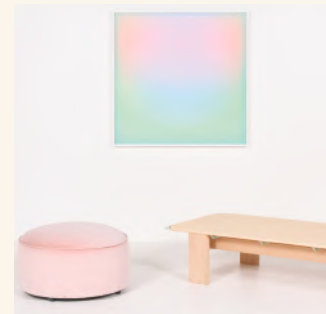
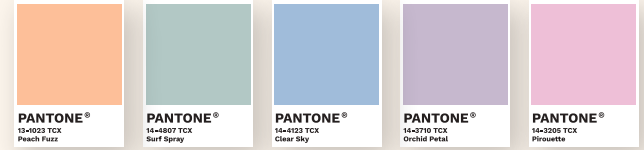
- Clean
- Simple
- Pastels
- Milky
- Soft
- Undyed
- Transeasonal
- Versatile
- Earthy Pigments
- Tinted



# THE NEXT NEUTRALS



# RESTORATIVE PASTELS



Fresh  
Cool Tints  
Earthy  
Clean  
Soothing  
Calming  
Contemporary  
Mindful

# COLOR



# SPICE HUES



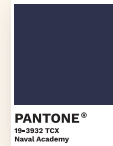
Rich    Earthy    70's Inspired  
Warm    Luxurious    Saturated  
**COLOR**



PANTONE®  
18-140 TCX  
Macho Bronze



PANTONE®  
18-462 TCX  
Red Ochre



PANTONE®  
18-392 TCX  
Naval Academy



PANTONE®  
18-109 TCX  
Chocolate Turtle

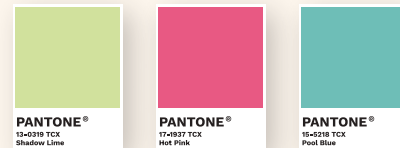


# COLOR

Meta-Inspired    Bold  
 Hyper              Joyful  
 Electric             Expressive  
 Statement Color   Winter Brights



# CYBER BRIGHTS



FIND ALL THE PRODUCTS WE LOVE IN OUR

ELEVATE '24

TREND SHOP

[VISIT US](#)

[FOLLOW US](#)

[CONNECT WITH US](#)

[BROWSE ALL TREND SHOPS](#)