

# WHITESTONE TREND FORECAST



# 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.

Partnering with us, you'll quickly find we work with you as an extension of your brand and team and understand we are in a service business, where wearing white gloves is a necessity when the customer comes first.

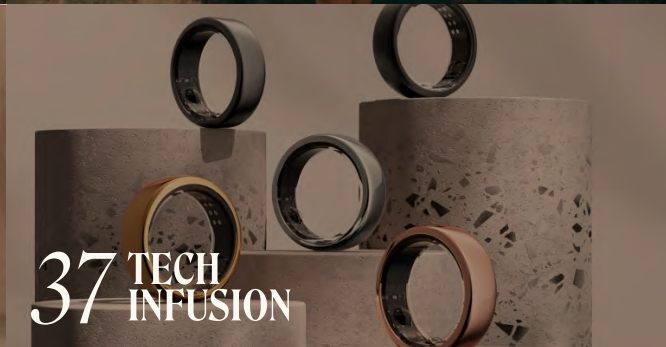
# OUR FOCUS

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.

Our quarterly trend report is an in-depth exploration of the most popular trends we've seen in the past three months. With a keen eye for detail, we analyze the materials, colors, and uses for the top trends.

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.









# LUXE WELLNESS

Wellness has been a top-of-mind trend for several years, and it's only expected to bloom in 2023. Throughout the pandemic, consumers reevaluated their mental and physical well-being and now place wellness as a top priority. Brands now have a part to play to help people access wellness.

Consumers are searching for products that will soothe their anxiety and calm their worries about the future. The focus is on high-quality, comfortable materials that will last and help support a healthy lifestyle. Products that improve health, fitness, nutrition, appearance, sleep, and mindfulness are having their moment in 2023.

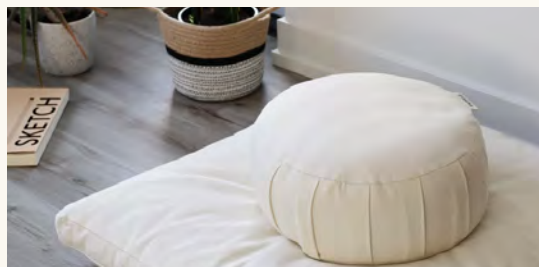
Many brands have taken an understanding to the new consumer mind-shift and have enhanced their wellness products. The rise of luxury materials and fabric is being seen throughout several self-care products. Consumers are more concerned than ever about the materials that they are investing in. Popular wellness products are being produced with high-quality, soft materials that are sustainably made and easy to care for.

From ribbed pajamas to cashmere eye masks, the infusion of luxury material is taking over the self-care space. Consumers are found cocooning on couches in cozy, plush robes to escape their stress and anxiety. They are taking control of their moods while burning essential oils under heavy-knit blankets. The modern generation is indulging in durable, life-enhancing products that bring personality and pleasure to their everyday living spaces.

*TREND SHOP*

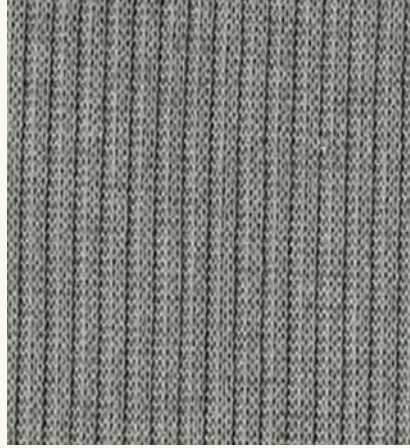


# LUXE WELLNESS



## MOOD





# LUXE WELLNESS



*Cashmere*  
*Sherpa*  
*Ribbed*  
*Bouclé*  
*High Pile Fabrics*  
*Oatmeal Heathers*  
*Mélange*  
*Faux Fur*

# MATERIALS



# COLOR

*Fresh Take on Neutrals*

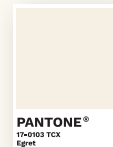
*Earth Tones*

*Creamy Whites*

*Oatmeal Tones*

*Genderless*

# LUXE WELLNESS





# DETAILS

*Hypertexture, Plush, Cozy, Lofty, Fuzzy*



# LUXE WELLNESS



# GOOD FOR THE PLANET

The promotional products industry is not often an industry that is thought of as being environmentally friendly. In fact, there were a few articles that have surfaced in the past that pointed out how harmful meaningless tchotchkes and giveaways are, leading to the “brand-fill.” At Whitestone, we recognize the damage that unthoughtful, useless swag items can be to the environment, and we are dedicated to combat this. We believe that the best way to fight the brand-fill and promotional product waste problem is to create products that have longevity. It is our goal to source, design, and curate products that you never want to get rid of.

We are committed to designing high-quality, practical products that will be reused year after year. One of the ways to ensure a product is making a positive impact on the environment is by understanding the material it is made from. As efforts to become a more sustainable world rise, more and more materials made from unique and reusable items are being formed. There are now shirts made from reused coffee grinds, notebooks made from stone, and leather made from recycled apple peels. As these products are being reused and transformed into a new product, the environmental impact of several industries decreases.

In the past, eco-friendly products meant ordering products in various shades of brown or tan. With the sustainable innovations that we are seeing in 2023, being eco-friendly no longer means you need to be brown! These improvements now allow for full-color prints, enhanced decoration methods, and color variations on eco-friendly materials. Our goal at Whitestone is to reduce our impact on the environment and promote sustainable choices for our clients.

*TREND SHOP*



# MOOD



# GOOD FOR THE PLANET



# GOOD FOR THE PLANET

*Recycled*  
*Repurposed*  
*Upcycled*  
*Ethically Sourced*  
*Organic Cotton*  
*Bamboo*  
*Stone*  
*Apple Leather*  
*Cork*  
*Felt*  
*Coffee Grounds*  
*Recycled Plastics*  
*Hemp*  
*Wood*



# MATERIALS



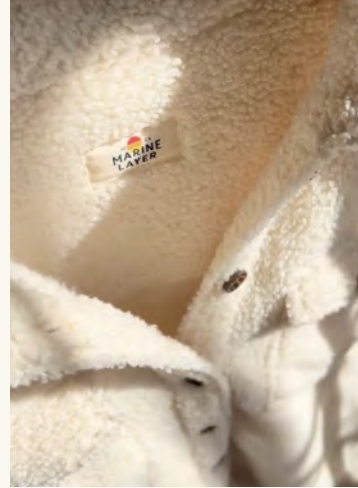
# GOOD FOR THE PLANET

## COLOR

Muted Natural Dyes  
Dusted Earth Tones







# DETAILS

*Low-Impact Dyes*

*Climate Neutral Products*

*Re-Spun*

*Give Back Components*

*Zero Waste*

*Mindful Packaging*

*Reusable*

*High-Quality*



# GOOD FOR THE PLANET





# STREETWEAR/ 90's NOSTALGIA

As we move into 2023, it is apparent we are still craving the comfort of the past. One era that continues to influence modern products and fashion trends is the 1990s. The 90s were a time of unique and memorable materials and products, many of which have become nostalgic items for those who grew up during the era.

One major influence of the 90s was streetwear fashion, which emerged during this time. Streetwear is a style of fashion that is rooted in the urban youth culture and is characterized by its comfortable and casual nature. It is often associated with skateboard and hip-hop culture, and it embraces simple silhouettes and wearable classic styles. This era was marked by a laid-back style that was inclusive and gender-neutral. It embraced simple silhouettes, oversized and anti-fit styles, and wearable classic styles that could be dressed up or down.

The 90s were a decade of rapid change and cultural evolution, with many of the trends and events of the era continuing to influence popular culture today. The fashion trends of the 90s, with their emphasis on comfort, inclusivity, and wearability, are still highly relevant in 2023. From oversized silhouettes to bold colors and color blocking, we can expect to see many more 90s influences resurfacing in the years to come.

TREND SHOP



# MOOD



# STREETWEAR/90's

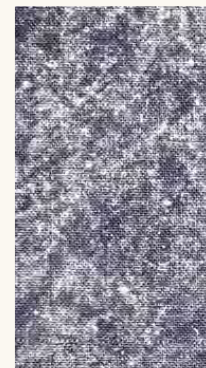
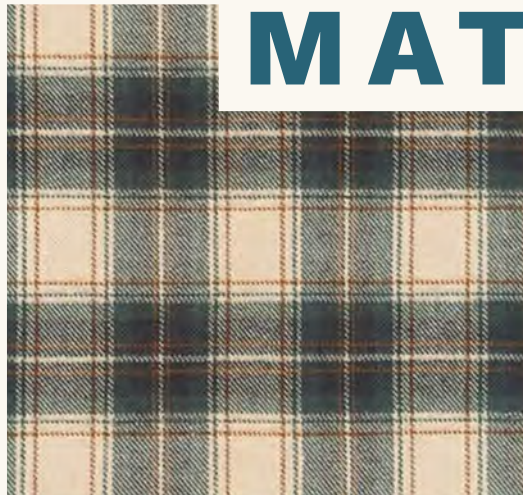






# STREETWEAR/90's

## MATERIALS



*High Shine Fabrics*  
*Stone Wash Denim*  
*Flannel*  
*Velvet*  
*Holographic*  
*Chunky Knits*





# COLOR

Primary  
Moody

Neon  
Bold Brights



PANTONE®  
17-5126 TCX  
Viridian Green



PANTONE®  
16-0597 TCX  
Sun Orange



PANTONE®  
16-0250 TCX  
Knockout Pink



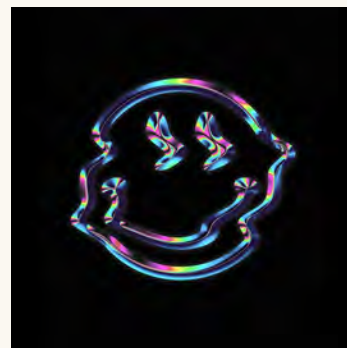
PANTONE®  
19-0758 TCX  
Imperial Purple



PANTONE®  
13-0718 TCX  
Dandelion

## STREETWEAR/90's

# STREETWEAR/90's



Color Blocking  
Oversized Logos  
Puff Screen Print  
Oversized Graphics  
Metallics  
Untucked  
Simple Silhouettes  
Animal Print  
Checkerboard  
Tie-Dye  
Sporty  
Relaxed

## DETAILS





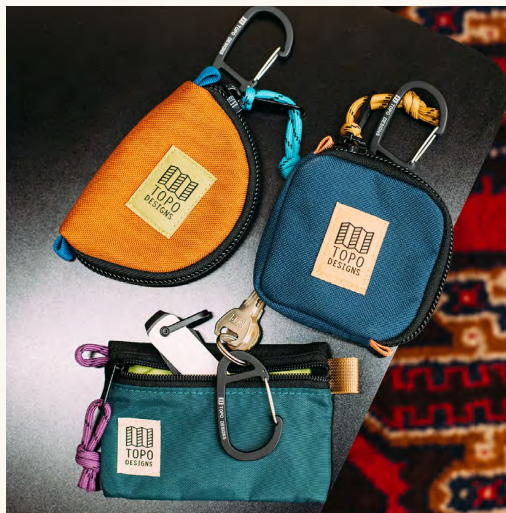
# HYBRID LIVING

In today's world, where the focus on wellness has become a top priority, products that support a happy and healthy life are gaining significant popularity. With remote work becoming a permanent part of our lifestyle, people are searching for products that can support their hybrid and adventurous way of living.

The rise of the hybrid lifestyle has led to a shift in consumer buying behavior. Buyers are now more focused than ever on making smart purchases that will enhance their day-to-day lives. With exercising at home and virtual cooking classes becoming the new normal, modern-day buyers are looking for products that can cater to their dynamic lifestyle. From attending business meetings to taking yoga classes, consumers need products that can seamlessly integrate into their daily routine.

The rise of the hybrid lifestyle has brought a significant change in consumer buying behavior, leading to a demand for products that can support a dynamic living. From versatile apparel to mobile workstations and travel accessories, people are seeking products that encourage productivity and enhance convenience and comfort. Hybrid living is certain to be a trend that keeps on trending.

# HYBRID LIVING



## MOOD



*Dri-Fit*  
*Waffo*  
*Neoprene*  
*Rubber*  
*Nylon*  
*Mesh*  
*Silicone*  
*Mesh*



# MATERIALS



# HYBRID LIVING



# HYBRID LIVING



## COLOR

*Subdued, Saturated, Genderless*







## DETAILS

Utilitarian    Breathable

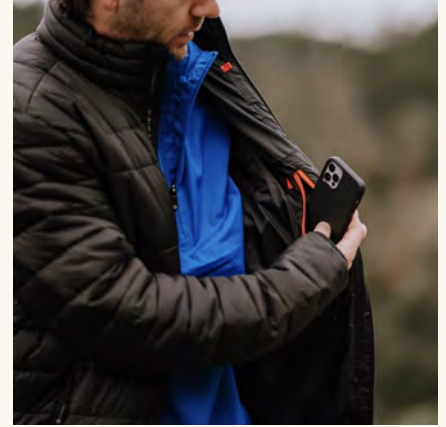
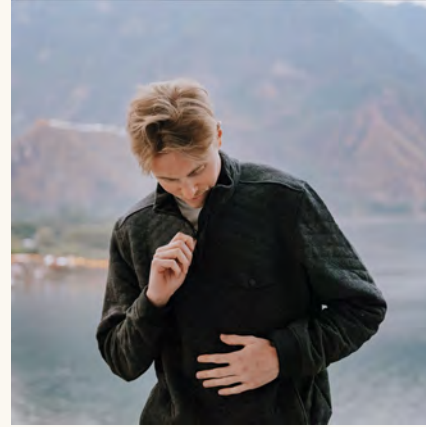
Technical    Waterproof

Quilted    Packable

Lightweight    Durable



# HYBRID LIVING





# OUTDOOR ELEMENTS

In a world where technology occupies our lives, there is an amplified thirst to be outside. People are seeking opportunities to connect in nature, finding inspiration away from the screen, in the great outdoors; an inclination that has stylistically made its way into the mainstream ensemble.

By incorporating nature-inspired prints, such as birchwood, marble, and leaf patterns, we recognize the unique synergy between our natural world and the items we wear and use at home. This growing trend outwardly displays our internal desire to spend more time with Mother Nature, while promoting sustainability and environmental awareness.

The infusion of outdoor elements is a trend that encourages the outside-in. Nature-inspired designs highlight the dynamic ways in which our environment influences innovative concepts, ecoconsciousness, and individual style. We understand why this trend is here, and we're venturing out to breathe in the fresh air.



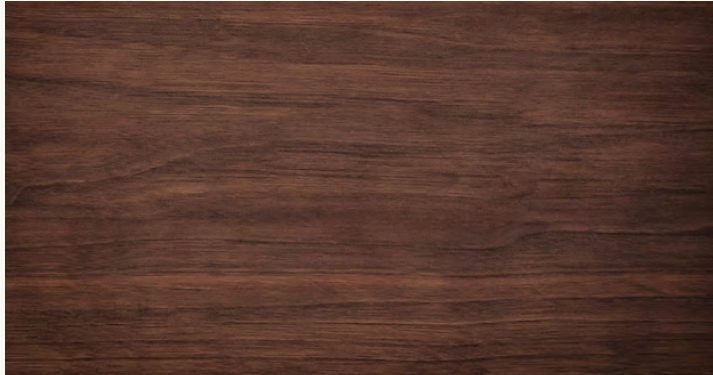
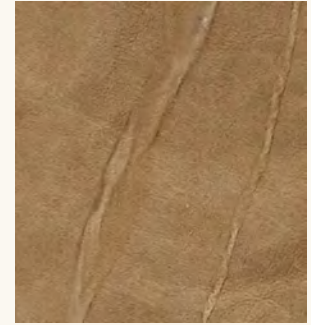
# MOOD



# OUTDOOR ELEMENTS



# OUTDOOR ELEMENTS



Sherpa  
Puffer  
Marble  
Wood  
Cork  
Bamboo  
Stone  
Leather

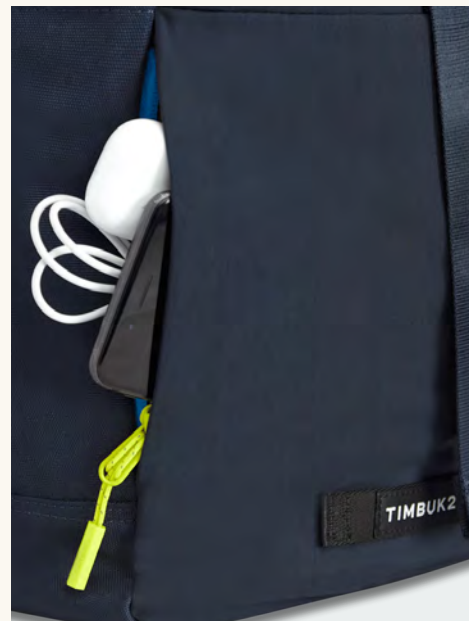
# MATERIALS





# COLOR

*Earth Hues, Natural, Modern*



# OUTDOOR ELEMENTS



PANTONE®  
19-6028 TCX  
Dark Sea



PANTONE®  
18-5911 TCX  
Dark Forest



PANTONE®  
14-4024 TCX  
Northern Dripel



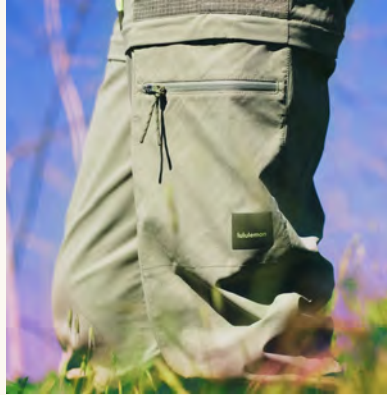
PANTONE®  
19-0192 TCX  
Chocolate Brown



PANTONE®  
17-1115 TCX  
Petrified Oak

# DETAILS

*Nature Prints    Hyper-Functionality*  
*Oversized        Longevity*  
*Quilted           Powder-coated*  
*Embossed        Stretch*  
*Zippers            Resistant Finishes*



# OUTDOOR ELEMENTS





# VIRAL INFLUENCES

In the age of social media, viral trends and standout influencers have become the mainstay icons of what's new and next, with platforms like TikTok and Instagram leading the way. Products at the top are those defined by quality and convenience, embracing trends like health and wellness and hybrid living.

From innovative beauty products to accessories you hardly knew you needed, these items have gone viral because of what they have to offer in the modern, high-functioning, active world. It's exciting to see how the realm of viral sensations and merchandise is expanding – quickly becoming the unanimous commodities of choice with their dual functionality and modern design.

We do not expect this trend to descend – social-inspired favorites are here and ready to make your life a little easier, more prioritized, and effectively organized. Let's partner to get these viral products in your hands, customized especially for you!

# VIRAL INFLUENCES



**MOOD**



# VIRAL INFLUENCES

*Sustainable*  
*Organic*  
*Leather*  
*Rubber*  
*Titatium*  
*Neoprene*  
*Rayon*  
*Modal*  
*Metallic*  
*Puff*



# MATERIALS



Expressive Mood-enhancing  
Vibrant Unique

COLOR



VIRAL INFLUENCES







# DETAILS

*Wellness-focused*  
*Brands That Give Back*  
*Modular*  
*Adjustable*  
*Packable*  
*Trendy*  
*Versatile*  
*Genderless*

# VIRAL INFLUENCES



# NEUTRALS & DUSTED PASTELS

Color serves as a compelling symbol for self-expression, and this year, the focus is on neutrals and dusted pastels. In our daily engagements, we find personal ways to stylistically express our character, and our choice of apparel is a valuable communication tool. Color is emblematic of individuality, telling a story, revealing an identity, or setting the mood. Serenity can be achieved through color; style can be communicated through simplicity.

Transeasonal and timeless, neutral colors are associated with calm and balance, and tone-on-tone decoration provides a subtle way to display a logo or brand name while providing an elevated feel. With versatility across multiple product categories, dusted pastels express candidness and creativity. Whether it's through subtle accents or delicate monochromatic looks, these shades convey allure and wellness.

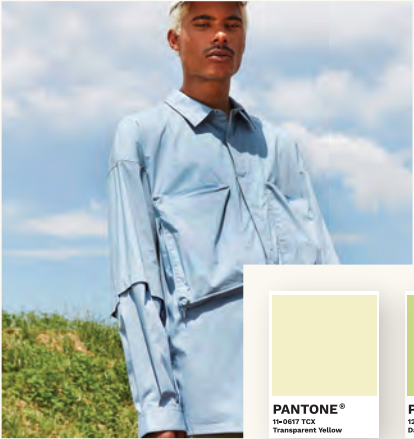
This season's hues offer a versatile and classic palette, aesthetically pleasing and suitable for any activity – from yoga class to business conference. When you need a mood lift or a sense of restorative ease, the simple elegance of a periwinkle shade or a clear sky tone is on par for 2023.





# NEUTRALS

# DUSTED PASTELS







# TECH INFUSION

From activity trackers to wellness wearables, the booming tech-infusion trend is ubiquitous and fortunately, style and personalization have not been missed. Innovative brands are staying ahead by keeping tech-infused gear fashionable and invisibly smart. Elevate your products with technology and watch your clients' experience come alive. Wearable tech, app integration, and sustainable technology that gives back are gaining traction and growing exponentially. The time for the future is now...

The design initiative around wearable apps and interfaces is a major opportunity. This is where wearable users interact with the product and get the most value out of the tech-infused UI experience. And with the prominence of AI, wearable technology will only continue to advance and become more precise and personalized. In other words, products' seamless connection to what you're wearing, who you're connected to, and how you're wirelessly communicating across space is going to be the new norm. Apps have transitioned from food delivery and dating to wellness tracking and health monitoring.

Technology's infusion into daily, wearable products has taken charge as a foremost trend. 2023 has seen no shortage of all things technology and its seamless incorporation into what was once considered ordinary. From soft invisibly smart wearables to future-focused sustainable forerunners, the tech-infused trend is only getting started and continues to grow distinguishably with each new digitally enhanced product release.

*TREND SHOP*

# TECH INFUSION



MOOD



*Leather*  
*Pebble Leather*  
*Titatium*  
*Stainless Steel*  
*Aluminium*  
*Silicone*

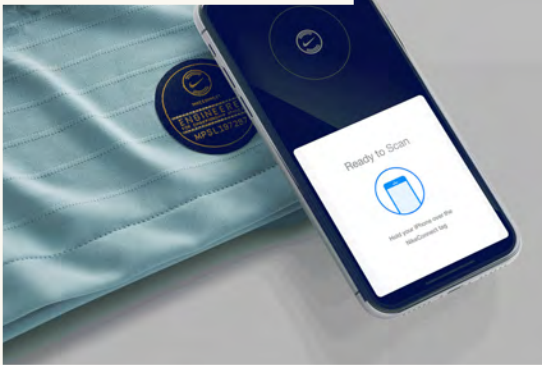


# TECH INFUSION



# MATERIALS

# TECH INFUSION



# COLOR

*Futuristic, Modern, Matte, Iridescent, Mirrored*





# DETAILS

*Smart Innovative Details*  
*Wearable Inclusive Designs*  
*Universal*  
*Carbon-Neutral Product*  
*Wireless Connection*



# TECH INFUSION





# INTERACTIVE PROMO

Live events are back in full swing in 2023, and with them comes an increased demand for interactive, on-demand promotional items. People are eager to return to life experiences and connect with others meaningfully. This desire for interaction has led to a new way of promoting brands and products at events. Experiential events and promotional products are becoming more intertwined. Brands are realizing the importance of creating engaging and memorable experiences for their customers.

One way brands are achieving this is through the use of promotional products. These items are no longer just t-shirts or keychains with a logo slapped on them. Instead, they are becoming an integral part of the event experience. Brands are now creating custom products that are designed to be interacted with or experienced in a unique way.

The key is to create a promotional product that is useful or aesthetically pleasing and enhances the overall event experience. By doing so, brands can make a lasting impression and keep their products and services top of mind for attendees.





MOOD

# INTERACTIVE PROMO



MOOD



INTERACTIVE PROMO



FIND PRODUCTS FOR THE TRENDS WE LOVE IN OUR

# HOLIDAY CATALOG

*BROWSE TREND SHOPS*

*HOLIDAY CATALOG*