

# TRENDS REPORT

Q3 | 2024

A photograph of two young women dancing at a festival. The woman on the left is wearing a black hat, a black top, and a floral backpack, holding a blue water bottle. The woman on the right is wearing a white crop top, a black backpack, and jeans. They are both holding hands and dancing in a field with other people and buildings in the background.

Back to School | Tailgating  
Wellness | Cozy Fall Favorites  
Festival Finds



# Back to School

Backpacks are a top necessity in back to school shopping. Organize your supplies with our durable backpacks, featuring spacious compartments and design that boast comfort and functionality. Equip yourself with these top finds to make the most of your school year. We have you covered for the best year yet!



**BG377** EarthTrendz™ 26L rPET  
Whitewater Laptop Backpack

Explore our full line of stylish backpacks, perfect for back-to-school season. Crafted from durable materials and featuring ergonomic designs, our backpacks offer ample storage, comfort and style for all ages.



**GBFCG** uni-ball® 207 Fashion Pen

uni-ball® is the perfect note taking companion. Select from a number of colors and styles and see what a difference smooth writing and durability makes this year!



**SL170PR** Urban Peak® 25oz Portage  
Flip Straw Water Bottle

Keep your drinks cold all day with this flip top water bottle. Designed for convenience and durability, this leak proof design will be a staple in the classroom.

## Fire Up The Grill & Get Ready For Game Day Fun!

Get ready to show your crew who the grill master is. From essential game day grill finds, to keeping the party going with versatile speakers and coolers of all sizes, our game day selection has you covered. Whether you're cheering on your team or enjoying time with friends, our tailgating gear promises to enhance every moment of your outdoor gathering!



**HW34** 15" Silicone Oven Mitt



**HW57** Infrared Cooking Thermometer



**EL209** Urban Peak® 20W TWS Party Barrel Wireless Speaker



**CB178** Urban Peak® Waterproof Ballard 30 Can Cooler



## Tailgating

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Each year, 240 million people participate in tailgating activities. 93% prepare their food at the stadium and 78% bring along the grill. Elevate your game with top product picks that will take your next tailgating experience to the next level!

# Wellness Month

August '24

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**BP02** BLENDi™ X Portable Blender 24oz



**BG370** Urban Peak® Crossbody Belt Bag/Fanny Pack



**EBY09** Sealy® Deep Tissue Therapy Mini Massager



**SL266PR** Urban Peak® 28oz Flux Trail Water Bottle

August is National Wellness Month which focuses on self-care, managing stress and promoting healthy routines. In 2024, 85% of large and 54% of small companies offer one or more wellness program opportunities. Elevate your wellness journey by creating wholesome habits in your lifestyle all month and beyond!

# Cozy Fall Favorites





## Gear Up For Cool Days And Cozy Fall Evenings.

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2024 fall trends for cooler weather activities spotlight innovative indoor and outdoor gear designed for both style and functionality. From warming up chilly spaces with efficient heaters to enjoying hot beverages and outdoor adventures, our products are tailored to elevate your fall experience.



### **EBY14** Sealy® Space Heater

Create a warm and cozy atmosphere with this Sealy® space heater. Perfect for the cool days and chilly fall nights, this features an adjustable thermostat, 2 heat levels, and a tip over auto-off switch.



### **SL259PR** 14oz Urban Peak® Summit Vacuum Camp Mug

The perfect fall mug for enjoying hot beverages indoors or by the campfire. This copper-lined mug maintains optimal drinking temperatures and provides 7X heat retention, ensuring warmth during brisk autumn adventures. Ideal for camping or cozying up by the fire, it's a must have for embracing the season's outdoor charm.



### **CB161** Urban Peak® Waterproof 12 Can Hinge Cooler

A fall must have, this durable top-loading waterproof cooler features extra thick foam insulation, a leak-resistant heat-sealed liner, and an adjustable shoulder strap. Making this the perfect piece to keep your essentials cold wherever your fall travels take you.



## **Festival Finds**

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Festivals continue to grow each year. With over 74 countries hosting festivals featuring different music genres, make sure you show up prepared, and ready to rock!

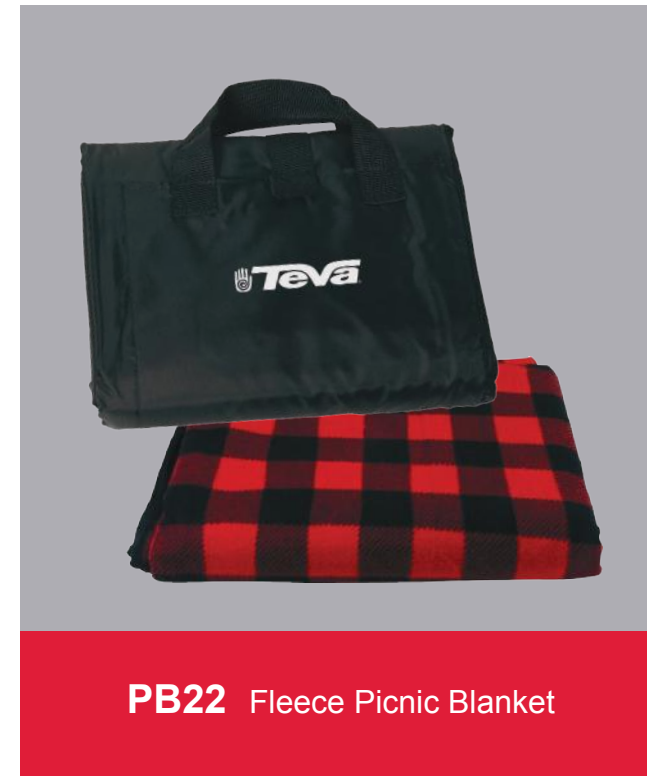
Headlining the trendiest packing list in 2024, you will find Portable Chargers, Water Bottles, and Picnic Blankets.



Embrace the Festival Season and don't miss a beat. Our collection of power banks will ensure you capture every moment and stay connected all day!



Introducing our festival ready clear 2-in-1 lid water bottle. Crafted with convenience and style, this piece will keep you refreshed all day.



Pick your perfect spot on the lawn and watch the show in comfort and style. This 50" x 60" blanket comes in nine colors and features a waterproof shell!

## Get Ready For Unforgettable Moments

Embrace the festival spirit with our curated selection of essentials designed to enhance your experience. From vibrant music festivals to lively outdoor gatherings, our selection will ensure you stay connected, hydrated, comfortable and ready to capture every beat and every memory.



UP shot  
marketing