Promotional Products

The Trend Report

By Staples Promo

Circular Function



MiiR® Women’s Nozawa Full Zip Soft Shell
Item #MRAW474 | Min 12

Circular Function

Today’s retail landscape is embracing a smarter approach to fashion, where versatility and sustainability go hand in hand. Consumers are looking for pieces that do more than one job, transforming everyday accessories into multifunctional style statements. Think keychains that double as bag charms, accessories that can be personalized and repurposed, and eco-conscious designs that extend a product’s life cycle. This shift toward circular function encourages shoppers to see products in new ways, maximizing value while reducing waste. It’s fashion with purpose that is creative, adaptable, and designed for a more thoughtful consumer.

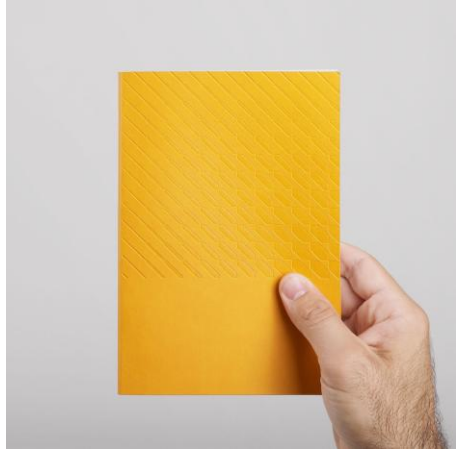


Vintage Bamboo Rechargeable Lantern
Item #20154 | Min 12





Unisex French Terry Ex Crew Top
Item #FTEX00 | Min 12



Flatemate Geo Notebook
Item #701280| Min 50



MiiR® Women's Kivu ¼ Zip
Item #MRAW235| Min 12

Carhartt 10L Sling Bag
Item #CTB0000688 | Min 12



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Main Squeeze – Puff Flatulate

Item #5001-PP-4CP | Min 144



1 oz. Hand Sanitizer with Silicone Case

Item #90074| Min 500



MiiR® Causeway Tech Organizer

Item #MRB1070| Min 24



London 24 oz Sip & Chug Vacuum Insulated Bottle

Item #1602-42| Min 150



District® MelloFleece Crew

Item #DT6704 | Min 12



Evalyn Recycled Aluminum Pen

Item #12074 | Min 250



Darling Duffel

Item #5040-21-4CP | Min 100



Juzo 18 oz. Glass Cup

Item #KM7800| Min 250



Olla 10 oz Vacuum Coffee Cup w/Ceramic Liner
Item #1602-49 | Min 24



Comfort Color Rope Cap
Item #02208| Min 24



Cornerstone® Fleece Overlay Jacket
Item #CSF750| Min 12



Star Leather Keychain
Item #SM-2291 | Min 250



BELLA+CANVAS Unisex Fleece Sweatpants
Item #BC3738 | Min 24



Recycled Bento Bottle Salad Shaker
Item #75257 | Min 100



Mink Ever Soft Recycled Polyester Throw Blanket
Item #102158 | Min 12



Collapsible Bento Food Storage Set
Item #103082 | Min 25

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KEEPCOOL® Cairo Mini Lunch
Item #103125 |
Min 20

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Our merchandise team does all the work for you! Welcome to THE TREND REPORT, helping you find your next great branded product.

CornerStone® Tough Fleece 1/4-Zip Hoodie
Item #CSF633 | Min 12



Circular Function

This evolution toward multifunctional design encourages longer product use, reduces unnecessary waste, and supports a more sustainable lifestyle. It's a movement driven by creativity, practicality, and a growing desire for smarter, more purposeful consumption. As consumers become more mindful of what they buy, they are prioritizing products that can adapt to different needs, occasions, and personal styles.

The appeal lies in getting more value from a single item whether through added functionality, customization, or the ability to be repurposed over time. Brands are responding by designing products with flexibility and longevity in mind, creating solutions that seamlessly fit into everyday life while minimizing excess. Circular function is transforming the way consumers view ownership, shifting the focus from disposable purchases to adaptable products that deliver lasting relevance, utility, and style.











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Retail Inspiration

Circular Function is the growing shift toward products that serve multiple purposes, extend their useful life, and reduce waste through thoughtful design.

Lululemon is embracing this trend by focusing on high-performance pieces that can transition across activities and occasions.

Consumers are increasingly drawn to versatile items that can be adapted, repurposed, or used in different ways, providing greater value from a single purchase.



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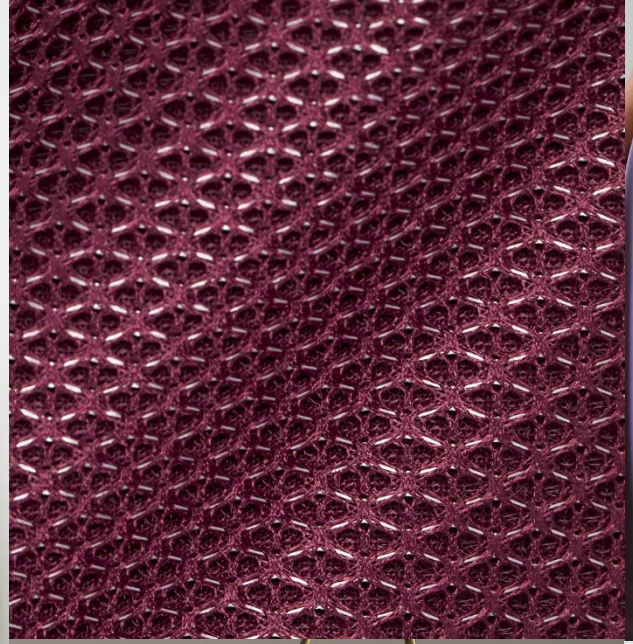
Material, Color & Purpose

For the **Circular Function** trend, materials are selected for their durability, adaptability, and ability to support a longer product lifecycle.

Color is grounded in versatile, enduring tones that feel thoughtful, functional, and designed to transcend seasons.

The purpose is to create products that serve multiple functions, reduce waste, and provide lasting value through intentional design and everyday practicality.











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