StaplesPromo

The Trend Report

By Staples Promo

Polished Pride



Polished Pride

This trend redefines what it means to wear your team spirit, blending the energy of fandom with a more elevated, fashion-forward approach. Today's fan is looking beyond traditional bold graphics and team colors, gravitating toward refined silhouettes, premium materials, tonal decoration, and sophisticated color palettes that feel just as relevant beyond game day. The result is merchandise that feels modern, versatile, and intentionally curated, allowing fans to celebrate the teams they love while staying true to their personal style.



AWARE™ Recycled Cotton Canvas Jute Tote

Item #103047 | Min 100 | $11.00



Women's FALLRIVER Roots Puffer Jacket
TM19108 | MOQ: 12 | $150.58

Men's STONEFIELD Roots Packable Insulated Jacket
TM19107 | MOQ: 12 | $127.62

Zapped Bomber Hat
ZPBMR | MOQ 24 | $30.00



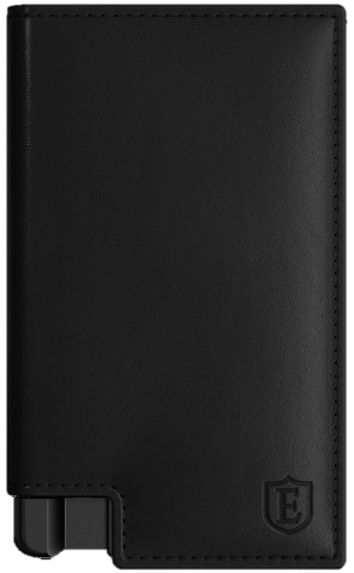








Contigo Autoseal
30372 | MOQ 24 | $35.99



Ekster Wallet Pro
EKWTO5 | MOQ: 5 | $109.99



Hydro Flask® Carryout™ Tote Cooler 20 L
103297 | MOQ: 6 | $159.71

Marlow 5-Piece Cheese & Charcuterie Set
EH4374 | MOQ: 12 | $39.49

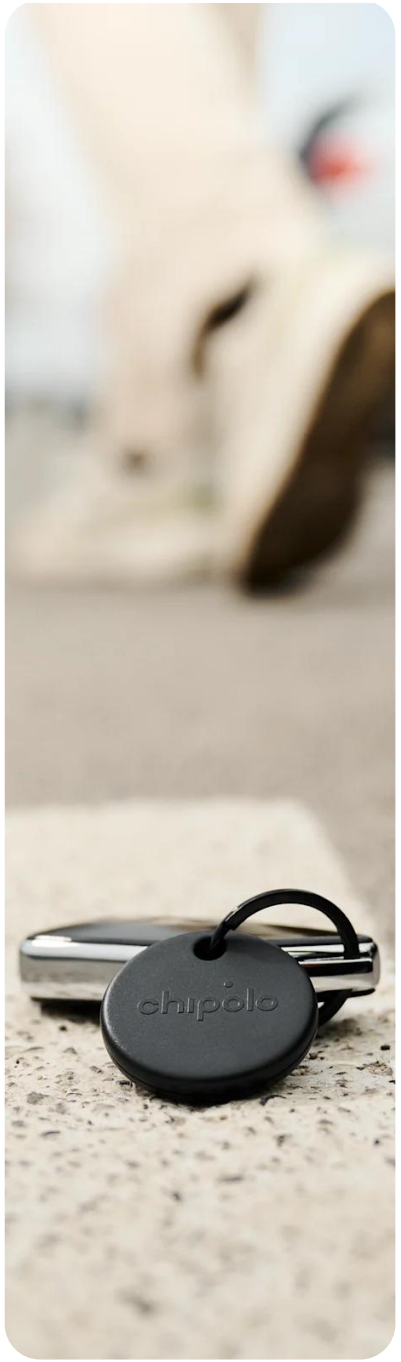


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Gregory Alpaca Gear Basket 70L
1977-15 | 6 | $132.29



Chipolo Pop
7194-53 | 15 | $37.79

OXO Good Grips Insulated Bakeware Carrier
1990-16 | 9 | $50.39





District® MelloFleece Hoodie
DT6700 | 24 | $33.98

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RovR® TravelR™ 24L Cooler Backpack
KR8602 | MOQ: 2 | $188.99

Under Armour® Stealthform Low Adjustable Cap
031E2 | MOQ 24 | $45.00



iLive™ Sol Beats Bluetooth Sunglasses
103084 | MOQ: 12 | $64.80





Tetra Set
844544 | MOQ: 48 | $23.49

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Comfort Colors Explorer Sling Bag
CCSBO | 12 | $14.00



Theodore Multi-Use Key Tag
VK4018 | 250 | $2.29



Nike Dri-Fit Primary Hoodie
NKIO8126 | 24 | $80.00

Nike Women’s Dri-FIT Primary 1/4-Zip
NKIO8129 | 24 | $80.00



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RUMPL Original Puffy Blanket
CRU0101 | 9 | $121.00

Building Block Set
SM-4392 | 50 | $11.50







Stanley/Stella® Unisex Cruiser 2.0 Hooded Sweatshirt
SXU003 | 72 | $53.64

Recycled Soundboom Waterproof 6W Speaker
102638 | 12 | $55.00



20 oz Parade
941571 | 48 | $17.49



Haven 10000 Solar Lantern & Power Bank
HVN10000 | 12 | $85.00

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Polished Pride

Polished pride, the modern sports fan embraces team pride without compromising personal style.

This trend blends the passion of fandom with elevated fashion, featuring refined silhouettes, premium materials, and a sophisticated palette of muted team-inspired hues rather than traditional bold colors.

The result is a collection of apparel and promotional products that feel versatile, upscale, and intentionally designed for everyday wear. From minimalist outerwear and luxury accessories to subtly branded drinkware and bags, Fandom Fusion demonstrates how fan merchandise can seamlessly integrate into a polished lifestyle, allowing consumers to celebrate their favorite teams with understated elegance and contemporary sophistication.











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Retail Inspiration

Traditional team marks are reinterpreted through fresh placements, creative decoration techniques, layered graphics, and fashion-driven color stories that give familiar branding a completely new attitude.

From relaxed apparel and statement headwear to collectible accessories and lifestyle essentials, the focus is on creating merchandise that feels current, expressive, and culturally relevant.

It is less about dressing like a fan and more about making sports identity part of personal style, creating pieces consumers want because they look great, with the team connection adding another layer of meaning.











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Material, Colors, & Purpose

Materials feel comfortable, tactile, and retail-driven, combining garment-dyed cotton, washed fleece, heavyweight jersey, brushed twill, canvas, corduroy, denim, and textured knits. Mixed-material construction, chenille, appliqué, and dimensional embroidery add depth and personality, creating a vintage varsity-meets-modern-streetwear aesthetic that feels collected, authentic, and elevated beyond traditional fan merchandise.

Color reimagines traditional team palettes through softened, faded, and fashion-driven tones such as warm taupe, dusty rose, muted mauve, slate blue, sage, warm ivory, and charcoal. Deeper shades like washed navy, oxblood, forest green, and espresso add contrast, while color blocking, contrast stitching, layered graphics, and subtle pops of authentic team color keep the connection to fandom fresh and recognizable.











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Key Drivers



Sports x Street Culture

Team identity is moving beyond game day as vintage sportswear, varsity styling, relaxed silhouettes, and streetwear influences reshape the look of fandom. Sports graphics and heritage details are becoming everyday fashion statements, creating merchandise that feels culturally relevant and effortlessly wearable.



Individual Expressions

Today's fans want to show their loyalty in ways that feel personal, expressive, and unique to their style. Unexpected logo placements, layered graphics, dimensional decoration, mixed materials, and reimagined team colors give traditional sports branding a fresh perspective and allow fans to make the look their own.



Retail Driven Fandom

Fan merchandise is increasingly taking inspiration from the fashion, lifestyle, and specialty retail environment. Washed finishes, trend-forward color palettes, elevated decoration, collectible accessories, and limited-drop thinking create products that feel discovered rather than simply promotional, making style the initial draw and fandom the emotional connection.

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GOT BAG Moon Bag
Item #4682-03 | Min 10 | $59.95

Staying on top of the latest trends is key to keeping your merchandise FRESH.

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