

The Trend Report

By Staples Promo

Perennial Shift

September 2025



The Perennial Shift

With shared values and interests, Perennials foster deeper collaboration across age groups in workplaces, communities, and creative spaces. This leads to more inclusive innovation and diverse perspectives.

In a world where generational labels are fading, the rise of Perennials signals a powerful cultural shift—where shared values, timeless style, and tech-fueled connection redefine how we live, shop, and belong.



**Men's and Ladies
Cotopaxi® Amado ½
Zip Fleece Pullover**
COTOM1691 | 24 pcs | \$79.00



Levi's Classic Trucker Jacket
Item# L72334 | MOQ 12 | \$135



Oppo Bluetooth Headphones and Microphone

SM-2926 | MOQ 40 | \$29.00



Polo Ralph Lauren Hoodie

POLOK130 | MOQ 1 | \$150



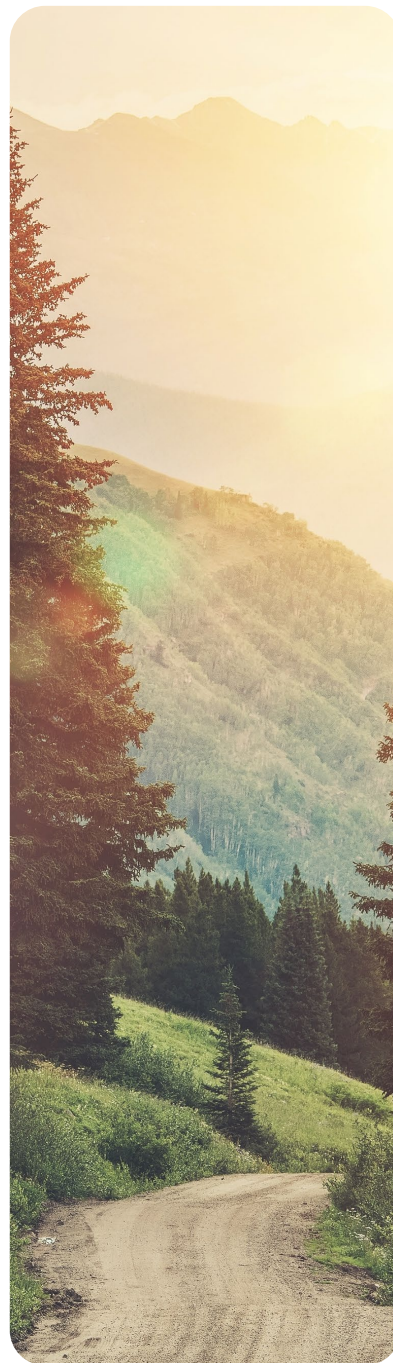
The North Face® Trucker cap

NF0A4VUA | MOQ 24 | \$20



Columbia Landroamer Shacket

205472 | MOQ 12 | \$110



RovR® RollR® 45qt Wheeled Hard Cooler
KR8505 | MOQ 1 | \$320.00

ROVR



Cotopaxi® Chiquillo 30 L Backpack
COTOU1701 | MOQ 12 | \$93.00



Hydro Flash® Tag Along Tote
1601-10 | MOQ 24 | \$25.25





**Brooks Brothers
Pinpoint Shirt**
BB18000 | MOQ 12 | \$66



rPET Packing Cube Set
101038 | MOQ 25 | \$20



**Brooks Brothers®
Women's Washable
Merino Sweater**
BB18411 | MOQ 12 | \$88



**Traveler Weekend
Tote**
6111rpet | MOQ 6 | \$65





**Stanley Legendary
Classic Bottle**
1603-14 | MOQ 24 | \$63



**Carhartt® Midweight
Hooded Sweatshirt**
CTK288 | MOQ 12 | \$56



**Igloo Playmate Elite®
16 Qt Cooler**
PLA16Q | MOQ 4 | \$47.75



**Legacy® Heritage
Twill Cap**
39195 | MOQ 24 | \$18.00





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.

Generational “Dis-tinction”

Today, thanks to a confluence of factors including longer lifespans, access to technology, and a changing financial landscape, generations are merging together to form a society of "Perennials." This age-less group is disrupting traditional lifecycle norms and reaching across age brackets to find shared community and culture.

There's a nostalgic element to this too: As the internet leads to more social and cultural fragmentation, the Perennial movement reaches across age groups to create communities that mimic the tighter social bonds of the past.

Future Snoops The Post Generation Perennials





Key Drivers



42 YEARS

The average increase in global life expectancy since 1950. The average age has risen from 49 to 72.



8 GENERATIONS

The number of age-based cohorts living on the planet today at the same time. This is close to double the number in the recent past.



59 MILLION

The number of multi-generational households in the US. This is more than double the same number half a century ago.

25% of young adults in the US living in multigenerational homes today. This number is similar to that of cultures around the globe throughout history but marks a vast increase from the 7% of American young adults who lived with their parents 50 years ago.

Retail Inspiration

In a world where trends shift faster than ever, one thing remains constant: the power of connection. And what better way to connect than by building a cross-generational brand that transcends generations, resonating with grandparents, parents, and children alike?

-Artworkflow "The key to building a cross-generational brand"



Material, Color, Purpose

Durable and Timeless. From Denim and Canvas with over 100 years of heritage to ultra durable new ripstop nylons this trend embraces a Variety of fabrics and colors that range from primary to legendary.

Younger audiences are beginning to step away from fast fashion and towards more quality pieces with a history of timeless silhouettes.







DRI DUCK

JOIN THE WORKWEAR REVOLUTION



THE DRI DUCK ADVANTAGE

- **Built to Last:** Premium canvas, heavy-duty stitching, reinforced hardware
- **Work-Ready Details:** Utility pockets, articulated elbows, storm cuffs, drop tails
- **All-Day Comfort:** Pre-washed, mobility-first fabrics = no stiff break-in



A man with a beard, wearing a brown cowboy hat and a brown jacket, is smiling while riding a white horse. The horse is equipped with a western saddle and a rope. They are in a wooded area with green trees in the background.

THE COLLECTION

REDEFINING WORKWEAR

- **Wide Range of Assortment** – from jobsite to corner office
- **Premium Quality at the Right Price** – high-performance gear at competitive price points
- **Brand Equity You Can Sell** – trusted name with value in every co-branded piece

The global workwear market is projected to **grow from \$32.7 billion in 2024 to \$45.6 billion by 2030**, at a CAGR of 5.7%.



INDUSTRY REACH

- Agriculture – Food production, landscapers, livestock operations
- Finance – Banking, accounting, insurance
- Distribution, Energy & Manufacturing – Construction, automotive, oil & gas
- Technology – Cybersecurity, software development, IT



DRI DUCK
ADVANTAGE



New!

7202

**GRANITE
CREWNECK**

WHAT'S **NEW**

THE FALL LAUNCH & RESTOCK

New!

7349

DEEP BLUE MISSION QZ



New!

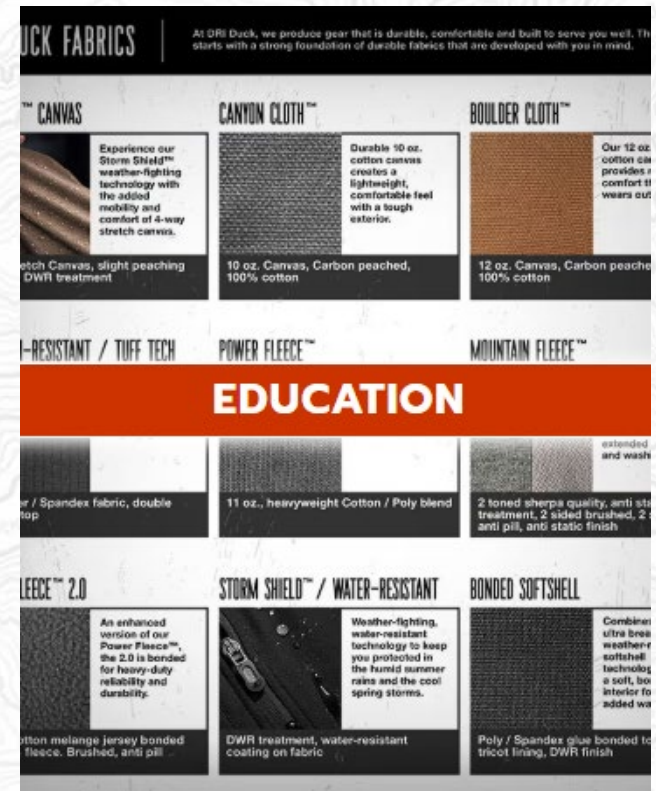
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KEYSTONE FULL ZIP



SALES MATERIALS

From flyers and artboards to our promotions website and interactive flipbooks, we've built a full toolkit to help you finish the year strong. These ready-to-use resources make it easy to showcase products, spark customer conversations, and drive sales.





LET'S CONNECT!

BAILEY TAGGART



btaggart@driduck.com



C: (573) 645.8409 | O: (913) 234.6245

2025 CATALOG

DRI DUCK MARKETING PORTAL

PROMOTIONS WEBSITE

Merchandising Minutes

Liberty Mutual – LiMu

Emu & Doug



LiMu Emu & Doug 2025 Product Launch

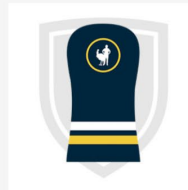
- The new product launched on August 7th, 2025.
- The team presented the new collection virtually in March 2025.
- The new collection features many colorful and playful designs for LiMu Emu & Doug!
- We launched 21 new products for the e-store program.
- The team also refreshed the 142-page Lookbook that is featured on the e-store and can be ordered through the Special Order team.
- The Merchandising team (Megan McKenzie and Rachel Plendl) worked closely with artist, Amanda Kleigl to finalize all designs for the program and lookbook items.
- The designs and items must go through the Liberty Mutual team's Legal Department for full approval after the Remerch.



The new summer collection is here - packed with playful, practical gear designed to keep you cool, stylish and just the right amount of quirky!

Business purchase

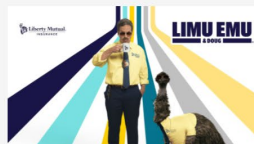
Personal purchase



Feathered, fabulous & fully custom!

Made-to-order. Minimums required. Maximum fun guaranteed.

View the new 2025 custom look book.



Associate Product Reviews

Dri Duck





September 2025



**DriDuck® Coleman
Beanie**

Style #3523 | MSRP \$22.00



**DriDuck® Ladies
Sierra Pullover**

Style #9341 | MSRP \$75.00



**DriDuck® Ladies
Challenger Jacket**

Style #9402 | MSRP \$104.00



**DriDuck® Granite Crew
Neck Sweatshirt**

Style #7202 | MSRP \$57.00



**DriDuck® Pinnacle
Puffer Jacket**

Style #5324 | MSRP \$109.00

September 2025



"This is super lightweight feeling but incredibly warm with a great fit. I'm not a typical beanie wearer but this will definitely make it into my winter outdoor wardrobe!"

– Amy Turley, Marketing

"It has a firm fit that stays in place and a nice large cuff that adds a stylish and cozy look"

– Kaleb Jensen, Account Services

"This beanie is super soft, with a lot of stretch to go along with it. It works great for those with thick hair. The thick material is sure to keep everything warm. I'm personally not a beanie person, but would recommend this one to someone who is."

– Brittany Farmer, Account Administration

"Coleman Beannie was very nice and had a great fit. Will be of great use in the Fall and Winter to come. "

– Alec Jensen, IT

"This beanie is a great balance between warmth and comfort. It fits snug, but it's not too tight or constricting, which I thoroughly appreciate. It kept my ears warm, and the material feels durable. It looks good without being too flashy. I'm confident this beanie could keep me warm in a sub zero winter."

– Justin Lansink, IT



**DriDuck® Coleman
Beanie**

Style #3523 | MSRP \$22.00

Overall rating ★★★★★

September 2025



"I was surprised at how lightweight this felt when I put it on. It was very warm and comfortable. For layering, I would recommend sizing up to allow for some breathing room."

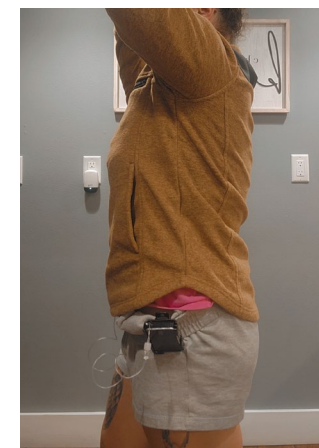
– Amy Turley, Marketing

"This is a very soft and warm pullover. The anti static finish is a huge plus. The front chest pocket, along with the back non fleece patch give this pullover a stylish detail. This fits true to size with a little wiggle room to wear in layers. This would be a great jacket to wear during the fall and winter season."

- Brittany Farmer, Account Administration

"The Driduck Sierra Fleece Pullover is the perfect transitional piece for summer to fall. Its light weight and comfortable."

- Candi Vink, Operations



**DriDuck® Ladies
Sierra Pullover**

Style #9341 | MSRP \$75.00

Overall rating ★★★★★

September 2025



"Challenger Full Zip Jacket - So lightweight, comfortable and perfect for spring/fall. I loved the reinforced visor edge to keep the hood stable and the rain off of your face. I also appreciated the fact that the material felt breathable."

- Amy Turley, Marketing

"This is a light but durable jackets. There is lots of storage space in the pockets. The jacket has a waterproof finish allowing your jacket to stay dry during rain storms. I'd say the jacket fits true to size, maybe giving a little extra room to throw on a sweatshirt underneath. This is a great jacket that I would recommend to anyone looking for a lighter rain, and waterproof jacket to wear out and about."

- Brittany Farmer, Account Administration

"The Driduck Women's Challenger full zip jacket is the ultimate jacket everyone needs for those outdoors sports in the fall that could be cool and wet. It is comfortable and has a hood that has a wire edge visor to keep it in place and keep you dry."

- Candi Vink, Operations



**DriDuck® Ladies
Challenger Jacket**

Style #9402 | MSRP \$104.00

Overall rating ★★★★★

September 2025



"Granite Crew Neck and the Pinnacle Puffer Jacket are light, making them the perfect pieces for layering. They provide warmth without the bulk. These items are clearly well-made and are perfect for everyday outdoor activities."

– Kaleb Jensen, Account Services



"The Granite Crew Neck was by far my favorite product. I found myself wearing it off and on all weekend. As a person often wearing sweatshirts this was the perfect addition to my closet. It is warm and comfortable while still be lightweight and fit perfectly.

– Alec Jensen, IT



"This sweatshirt exceeded my expectations. The material is tough, but soft on the inside, and was so comfortable! It works great if you're layering for cold weather, and it's also good for just lounging around. The waistband was bit tighter than I anticipated, but I'm under the impression that this effectively makes the shirt look good on several different body types. Even though it just looks like a plain sweatshirt, it fits really well and looks clean and put together.

– Justin Lansink, IT

Overall rating ★★★★★

**DriDuck® Granite Crew
Neck Sweatshirt**

Style #7202 | MSRP \$57.00

September 2025



"Granite Crew Neck and the Pinnacle Puffer Jacket are light, making them the perfect pieces for layering. They provide warmth without the bulk. These items are clearly well-made and are perfect for everyday outdoor activities."

– Kaleb Jensen, Account Services

"The Pinnacle Puffer offered the most disappointment. I'm usually not a puffer jacket person and don't own any myself. However, I found that this product took a new approach than most puffer jackets I had seen and didn't look so bulky. The problem I had was everything seemed to fit well, outside of the sleeves. Having pretty long arms didn't help and it felt like the sleeves were constantly being pulled up my arms. Overall, I think the product has great potential, just wasn't my favorite of the three."

– Alec Jensen, IT

"Every time I wore the puffer jacket, someone commented on how good it looked or how practical it appears. The exterior is waterproof, wind-resistant, and it is the perfect line between a lightweight jacket and a full winter coat. The exterior has a bit of a "crinkly" texture that I wasn't expecting, and while the jacket technically fits, it does restrict movement more than I'd like. It reminded me of wearing a suit jacket, because lifting my arms above shoulder height felt awkward. So I wouldn't recommend it as a work jacket, but otherwise it looks good and will keep you warmer than an average jacket will, without making you sweat."

– Justin Lansink, IT



Overall rating ★ ★ ★ ☆ ☆

**DriDuck® Pinnacle
Puffer Jacket**
Style #5324 | MSRP \$109.00

Vertical Merchandising Team



Becky Dau



Jessica Jeanes



Robin Snider

For more information and inspiration...

Please contact your merchandising team to discuss
how trends can transform your brand.

spp-verticalmerchandisers@staples.com