

The Trend Report

By Staples Promo

Circular Function

July 2026



MiiR® Women's Nozawa Full Zip Soft Shell

Item #MRAW474 | Min 12 | \$150 on up

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 | \$36 on up





Unisex French Terry Ex Crew Top

Item #FTEX00 | Min 12 | \$33.50



Flatemate Geo Notebook

Item #701280 | Min 50 | \$10.15



MiiR® Women's Kivu ¼ Zip

Item #MRAW235 | Min 12 | \$80.00+

Carhartt 10L Sling Bag

Item #CTB0000688 | Min 12 | \$54.00





Main Squeeze – Puff Flatulate
Item #5001-PP-4CP | Min 144 | \$22.00



**1 oz. Hand Sanitizer
with Silicone Case**
Item #90074 | Min 500 | \$4.00



MiiR® Causeway Tech Organizer
Item #MRB1070 | Min 24 | \$35.00 on up



**London 24 oz Sip & Chug
Vacuum Insulated Bottle**
Item #1602-42 | Min 150 | \$23.95



District® MelloFleece Crew
Item #DT6704 | Min 12 | \$32.00 on up



Evalyn Recycled Aluminum Pen
Item #12074 | Min 250 | \$.95



Darling Duffel
Item #5040-21-4CP | Min 100 | \$30.95



Juzo 18 oz. Glass Cup
Item #KM7800| Min 250 | \$7.00



Olla 10 oz Vacuum Coffee Cup w/Ceramic Liner
Item #1602-49 | Min 24 | \$14.42



Comfort Color Rope Cap
Item #02208 | Min 24 | \$15.00



Cornerstone® Fleece Overlay Jacket
Item #CSF750 | Min 12 | \$71.98+



Star Leather Keychain
Item #SM-2291 | Min 250 | \$2.45



BELLA+CANVAS Unisex Fleece Sweatpants

Item #BC3738 | Min 24 | \$35.00



Recycled Bento Bottle Salad Shaker

Item #75257 | Min 100 | \$4.25



Mink Ever Soft Recycled Polyester Throw Blanket

Item #102158 | Min 12 | \$42.00



Collapsible Bento Food Storage Set

Item #103082 | Min 25 | \$17.75

**KEEPCOOL® Cairo
Mini Lunch**

Item #103125 |
Min 20 | \$25.99



**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.

CornerStone® Tough Fleece 1/4-Zip Hoodie

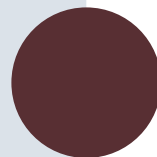
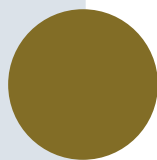
Item #CSF633 | Min 12 | \$35.99



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.



Key Drivers



Multi-Functional Versatility

Consumers want products that work harder and do more. Accessories that serve multiple purposes such as keychains that become bag charms, pouches that convert into crossbody bags, or lanyards with added utility deliver greater value while reducing the need for multiple purchases.



Personalization & Extended Use

Products that can be customized, refreshed, or repurposed create stronger emotional connections and encourage longer ownership. Interchangeable components, charms, patches, and customizable accessories allow consumers to reinvent a product rather than replace it.



Sustainability Through Purposeful Design

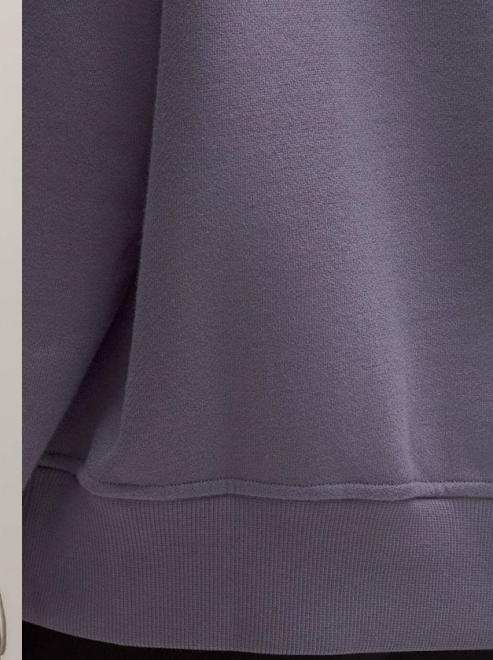
Shoppers are increasingly drawn to products designed with longevity, reusability, and reduced waste in mind. Circular function supports a more mindful consumption model by maximizing the usefulness of a product throughout its lifecycle, aligning with growing demand for eco-conscious purchasing decisions.

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.

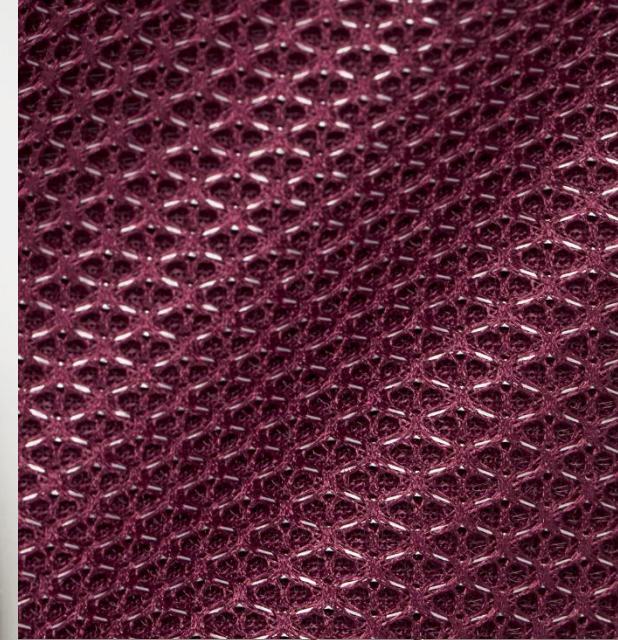


Material, Color & Purpose

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.

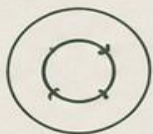


Vendor Spotlight Hit Promo



CIRCULAR FUNCTION

Products that keep resources
in use and value in circulation.



RETHINK



REDUCE



REUSE



RECYCLE



REGENERATE

DESIGN BETTER. USE LONGER. **CIRCLE FORWARD.**



What is circular function?

1. Reuse + Longevity

- Durable products meant to last longer
- Modular designs (replace parts instead of whole product)

2. Recycling + Upcycling

- Materials that can re-enter production cycles
- Turning waste into higher-value goods

3. Closed-Loop Systems

- Brands take back products for refurbishment or reuse
- Example: refillable packaging or return programs

4. Multi-Function Design

- Products that serve more than one purpose
- Reduces the need for multiple items (efficiency + sustainability)

5. Regenerative Materials

- Biodegradable, compostable, or renewable inputs

Reuse + Longevity

- Made of durable cotton canvas and genuine leather handles



#3877 Cutter & Buck® 24 Oz. Cotton Canvas Tote Bag
#50606 - 16 Oz. Top Cup Aluminum Cup
#50284 - 18 Oz. BrüMate Strova



Back

- BevGuard™ Insulation To Keep Beverage Ice-Cold And Carbonated For 24+ Hours And Hot For 4+ Hours
- Screw On, BevLock™ Spill-Resistant Lid With MagFlip™ Technology To Keep Your Lid Open While You Sip
- 100% Leakproof When Locked
- Durable And Removable Silicone Body Sleeve Protects Against Drops, Dents And Dings

Recycling + Upcycling



#30243 BYBBA Balos Tote Bag
#30242 BYBBA Bondi Zippy Duffel Bag
#30241 BYBBA Ripple Tote Bag



BUY A BAG, CLEAN THE OCEAN

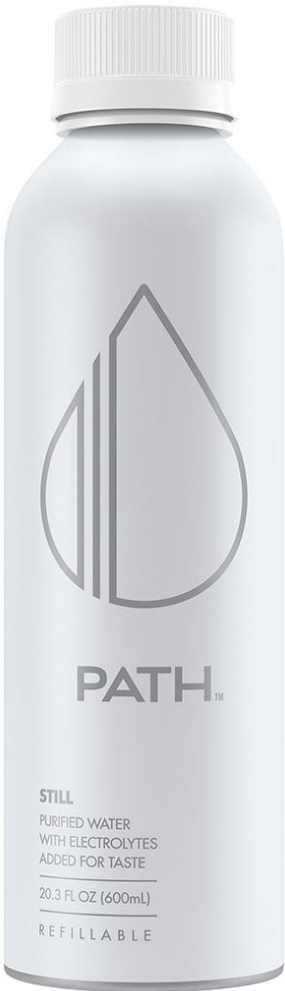
1 BAG = 1 POUND PULLED

It's as simple as that! With every BYBBA bag purchased, BYBBA funds the removal of one pound of plastic from oceans, rivers, & coastlines in a dynamic partnership with 4ocean.

BUY A BAG, CLEAN THE OCEAN



Closed-Loop Systems



#65065 Frosted Recycled Refillable Mini Binder
#75068 All-In-One Refillable Spray Bottle & Cleaning Cloth
#99700 - 20 Oz. PATH® Still Water

Front

Back

Multi-Function Design

- Made from rABS
- Reduces the need for multiple chargers



#25677 Astro Light Up Speaker Multi-Charging Sound Machine
#20152 - 12-In-1 Multi-Tool With Pouch



- Includes Pocket Knife, Flathead, Saw, 5MM Hexagon Wrench, 4.5 MM Hexagon Wrench, 4MM Hexagon Wrench, Bottle Opener, Scissors, Cross Screwdriver, Whistle, Fire Sticks And Sharpening Edge

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