

The Trend Report

By Staples Promo

Fresh Edit

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Fresh Edit

Starting off the fall season with modern colors, elevated materials, thoughtful details, and trend-forward products that feel current without being overly designed. Details are what bring the product to life, from elevated trims and modern hardware to updated silhouettes and unexpected material combinations.

It's a curated refresh—taking familiar favorites and introducing what's next.



Cotton Buckle Tote

Item #7901-84 | Min 20 | \$32

Small Block Lap Blanket

Item #5755-M80-1S-4CP| Min 12| \$43



Faux Fur Bubble Blanket

Item #7068 | Min 20 | \$44



Pinch Provisions Tech Kit

Item #CMDTECH1| Min 12| \$49



Modern Sprout Rooted Candle

Item #101462 | Min 25 | \$24



Flatmate Geo Notebook

Item #701280 | Min 50 | \$14

24oz RINGO Pro Water Bottle

Item #102994 | Min 8 | \$59



20oz Stanley Flowstate Spring Bottle

Item #62204 | Min 24 | \$44

Glass Pitcher

Item #54871 | Min 48 | \$17



Heavy Pour Mug

Item #CM200 | Min 48 | \$15



10oz Olla Vacuum Coffee Cup with Ceramic Liner

Item #1602-49 | Min 24 | \$12.98



Pick + Pair

Item #8204-21-4CP | Min 50 | Starting at \$15 per piece



Mini Notebook with Clip

Item #SM-5355 | Min 240 | \$4



Mini Fontaine Tote Charm

Item #9898-30 | Min 40 | \$7



8oz. Mini Insulated Bottle

Item #1602-41 | Min 36 | \$17



Matte Oxford Tote

Item #BG472 | Min 24 | \$40



BYBBA Bondi Duffel Bag

Item #30242 | Min 10 | \$120



Osprey Arcane Earth Tote

Item #102951-F06| Min 6| \$120



MiiR® Puffy Long Jacket
Item #MRAW445 | Min 48 | \$190



Adidas Snap Crewneck
Item #B15753| Min 48| \$120



Mercer+Mettle® Vest
Item #MM7223| Min 48| \$70



TravisMathew Waffle 1/4 Zip
Item #TMA46418| Min 48| \$125



Ahead Corduroy Cap
Item #103077| Min 25| \$30

Fresh Edit

Starting off a new season with product that feels new, relevant, and right for the moment. **Fresh Edit** brings together emerging styles, updated essentials, and unexpected finds that give everyday merchandise a fresh point of view.

Think modern colors, elevated materials, thoughtful details, and trend-forward products that feel current without being overly trendy. It's a curated refresh—taking familiar favorites and introducing what's next.

Newness curated for now.



Retail Inspiration

Rather than reinventing classic pieces, this trend focuses on subtle yet impactful updates through modernized fits, elevated materials, and thoughtful design details. Oversized silhouettes, cropped proportions, textured fabrics, unexpected seaming, and refined trims ***breathe new life into everyday essentials.*** The result is a collection that feels current, versatile, and effortlessly wearable, proving that even the most timeless pieces can be reimagined with a ***fresh perspective.***



Material, Color & Purpose

Lightweight linens, sporty mesh, delicate lace, and richly textured fabrications introduce a fresh dimension to familiar silhouettes, making **everyday pieces feel modern and unexpected**. These updated materials add depth, movement, and visual interest while maintaining the versatility of timeless essentials. Whether through the airy sophistication of linen, the athletic influence of mesh, the feminine touch of lace, or the tactile appeal of textured fabrics, these fabrications give classic pieces a punch of new, **transforming foundational styles into standout wardrobe favorites**.



Key Drivers



Rediscovery

Consumers are looking to reconnect with what feels familiar, meaningful, and authentically human. People are gravitating toward design that slows the pace and invites them to notice the small details again. Rediscovery is about returning to textures, materials, and silhouettes that feel known — yet experiencing them through a fresh, sensorial lens. It reflects a desire to reengage with the physical world through touch, movement, and subtle visual cues that spark memory and curiosity.



Aesthetic Utility

Today's consumer doesn't just want a product that works—they want one that works beautifully. The rise of aesthetic utility reflects a deeper desire for intentional design, where every detail serves a purpose and every function is wrapped in visual appeal.

Design-forward functionality—like hidden storage, modular elements, or convertible features—delivers delight without distraction.



Consumer Versatility

Today's shopper is on the move—physically, mentally, and stylistically. They're navigating a world that demands flexibility, and they expect their products to keep up. Versatility is no longer a bonus—it's a baseline.

Smart styling means fewer wardrobe changes and more confidence in every setting. Whether it's a jacket that doubles as a travel pillow or a tote that transforms into a backpack, clever design is the new luxury.

See something you like? Contact us at client.relations6@staples.com with the details of your project or event and we'll bring you unique options from thousands of items outside of the The KP Brand Store.