

CURATED GIFT IDEAS • WINTER TRENDS 2020 •  
*Holiday Guide*

ADDO GLOBAL

FINLEY MILL  
COLLECTION

CREATIVE ♦ MC

# WINTER 2020

STYLE TRENDS QUARTERLY REPORT

# 'Tis the season to up your swag game.

Holiday 2020 will bring fewer parties and more mailers, so wow factor is a corporate gift must. Created by our teams in the Bay and Prague, these trends have it all – whether your vibe is chill, luxurious, shimmering, or fiery.

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Winter '20  
STYLE TRENDS



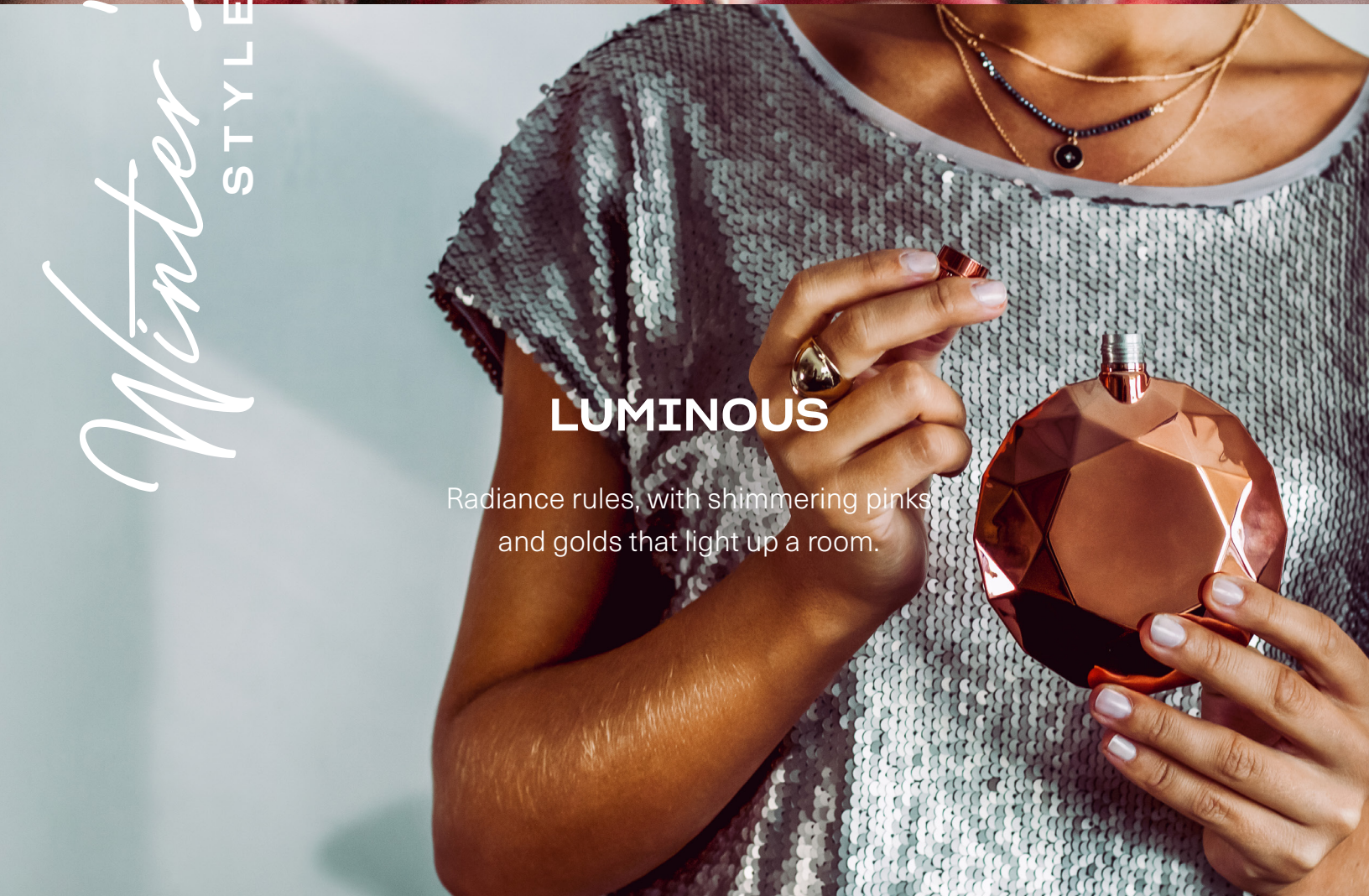
**PLUSH**

Luxurious, comfy fabrics are enriched by hearty, structured accents.



**ELECTRIC**

Vibrant monochromatic colors are a welcomed shock to the system.



**LUMINOUS**

Radiance rules, with shimmering pinks and golds that light up a room.



**RUSTIC**

Fragrant pines and warm fires inspire woody greens and classic leathers.

*Winter '20* STYLE TRENDS

# PLUSH



To slay the ultimate endurance test that is 2020, we feed the soul and ignite the spirit. That means striking a balance between creature comforts that nurture us and sleek, polished looks that show our resolve. We got this!

## FASHION

Outerwear looks are indoor staples – with plush wools, buttery leathers, and refined plaids that bring chic to all-day lounging.



## MATERIAL

Indulging all things feel-good is quintessentially 2020 – whether your go-to is shearling, fuzzy fleece, or a sexy faux fur.

### CARHARTT WOMEN'S CLARKSBURG FULL-ZIP HOODIE

This gives the soft feel of a favorite sweatshirt with the warmth and durability that rivals a jacket.



### INCASE CITY DOT BACKPACK

Ultra-light and comfortable, it features ergonomic, air-mesh straps for breathability.

*this color...*



### BOSE RONDO AUDIO SUNGLASSES

Functional fashion that combines a personal audio experience with modern shades.



### APOLLO CABLE KNIT BEANIE

A plush lining gives this cable knit beanie cozy warmth in the cold.



### PORT AUTHORITY COZY BLANKET

Ultra-soft meets warmth in this sherpa fleece blanket that is ideal for cozy days.



*must have*



*love fabric*

### FIELD & CO. BUFFALO PLAID PICNIC BLANKET

This comfortable polarfleece blanket includes foam padding and a pocket for your essentials.



### VIN BLANC PORTABLE WINE CHILLER

This portable chiller is a stylish and comfortable way to take your favorite bottle on the go.



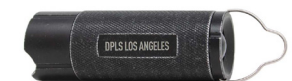
### ACE HIGH NYC BACKPACK

City inspired backpack that's designed with bold lines and a clean, modern profile.



### PARAVEL FOLD-UP BAG

The perfect bag is roomy, feather-light, and folds down flat for storage or travel.



### BARROW TORCH LANTERN

During outdoor activities, it can function as an LED flashlight or a traditional lantern.

**ESSENZA MINI ESPRESSO MACHINE**

This appliance combines ease of use, minimalist beauty and unrivaled Nespresso quality.



*for those coffee lovers*

**ACE SLOUCHY BEANIE**

This beanie has the perfect wool blend, making it soft and durable.



**OGIO LADIES LUUMA SHERPA FULL-ZIP**

A sherpa fleece body joins performance poly for the ultimate in coziness and mobility.



*team pick*

**MODERN SPROUT GLOW & GROW LIVE WELL GIFT SET**

This candle transforms into a planter after the flame burns down and includes a complete kit to grow flowers or aloe.



**OGIO UTILITARIAN JACKET**

This parka-length, fully seam-sealed jacket is sleek, modern, and waterproof.



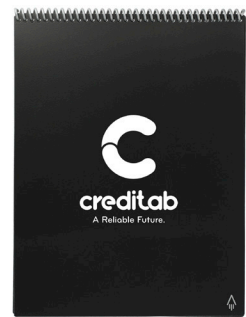
**MAD FOR PLAID TREATS TOTE**

The perfect array of chocolate treats packaged in a stylish keepsake felt tote.



**YOGA MAT CARRYING BAG**

Throw your yoga mat over your shoulder in style with the customizable carrying bag.



**ROCKETBOOK LETTER FLIP NOTEBOOK SET**

This notebook has synthetic, white lined and dotted paper that wipes clean for reuse. Notes can be saved to the cloud!



*so plush*

**SAMSONITE COMFORT GIFT SET**

Travel with this comfort set that includes a pillow and blanket for those long flights or drives.

**ATTITUDE**

This look defines your ultimate zen: from simple moments of pure happiness, to the warm serenity and familiarity of home.



**COLOR**

Cool grays and rich creams come alive with luscious burgundy and polished black finishes, creating a refined holiday look.



## STONEWARE CLAY MUG

Some say you're moody, but those who really get you appreciate your pensive, purposeful side.



## JABRA ELITE TRUE WIRELESS EARBUD HEADPHONES

Enjoy superior sound and voice quality with these bluetooth wireless headphones



## STONWARE CLAY MUG

Sip in comfort with this 11 oz stoneware mug that features an unglazed natural base.



*sustainably made*



## HOMEDICS UV-CLEAN PORTABLE SANITIZER BAG

It utilizes 4 UV-C LED lights to help maximize coverage and sanitize your essentials in minutes.



## THE NORTH FACE MOUNTAIN BEANIE

Made of 100% recycled fabric, this beanie is made to add cozy warmth in cold conditions.

## THE NORTH FACE CITY TRENCH

Designed for both a polished look and a casual style, this trench is perfect for your daily commute.



## OGIO STREET PUFFY FULL-ZIP JACKET

Welded baffles and non-traditional zippers give this puffy jacket a technical look and cozy feel.



## JBL GO 2 BLUETOOTH PORTABLE SPEAKER

A waterproof Bluetooth speaker that can stream quality music and sound for up to 5 hours.



## ASOBU COLD BREW

An innovative brewing method that creates delicious coffee for at home or away.



## PREMIUM CABLE KNIT THROW BLANKET

Featuring a cable design on one side and plush fur on the other makes it perfect to snuggle with all year long.

*trending!*

## PURPOSE

Reveal the humanity of your brand with thoughtful expressions that reflect your intentionality with quiet confidence.





*Winter '20* STYLE TRENDS

# ELECTRICO

Dialing up your brand creativity is the perfect antidote to our sobering times. These vibrant, electric looks are not only the ultimate mood boosters, they'll make you the talk of the (virtual) town.



## FASHION

Who cares if you're confined to your living room? Pump up the energy and fun with exaggerated, ballooning sleeves and eye-popping metallics.



## COLOR

Walk on the wild side, with blinding yellows, blues, oranges, and greens so captivating, no one will be able to look away.



### WORK FROM HOME WORKOUT SET

Nothing eases the mind and refreshes the body like taking a break for a yoga workout.



### ASOBU ORB

With its stylish colors, unique shape, and perfected features, the Orb bottle is sure to wow.

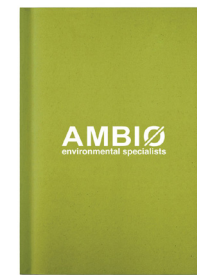
### CARHARTT WATCH CAP 2.0

Soft to the touch and pops with its color, this timeless cap is stretchy rib knit for a stay-put fit.



### PERFECT BOUND ECO NOTEBOOK

An eco notebook that uses organic, soy based inks and 100% recycled materials.



### PORT & COMPANY CORE FLEECE HOODED SWEATSHIRT

Stay comfy and stand out with the popular pullover sweatshirt.



### CHAMPION BACKPACK

A backpack with work/life balance that sports the classic blue.



### PORT AUTHORITY ENHANCED VISIBILITY CHALLENGER JACKET

This popular durable jacket comes in vibrant colors for enhanced visibility.

*fiery hues*



### TEA FORTE HERBAL ASSORTMENT

An assortment of teas that include caffeine-free blends of herbs, flowers and fruits.



### MUG CAKE GIFT BOX

Make friends and family time sweeter with D.I.Y. dessert kits for home.



*vibrant  
vibes*

**IHOME COLOR CHANGING BLUETOOTH MINI SPEAKER**

This collapsible compact speaker fits in your hand, yet offers rich, detailed sound.



**AVIANA CLOVER DOUBLE WALL STAINLESS WINE TUMBLER**

This sleek tumbler design is insulated to keep your wine cold in style.

**LUGGAGE TAG**

Never pick up the wrong suitcase again with this oversized luggage tag in bright colors.



**BROOKLYN SPORT BAG**

Take this stylish, modern duffel with you to the gym or on the go.



*cozy alert!*

**BOMBAS SOCKS**

These are made to keep you comfy with staple cotton and to stand out with bright colors.



**BELAIR COTTON CANVAS DUFFEL**

This duffel shows off a fun color-blocking design and natural cotton canvas.



**BURT'S BEES TIPS AND TOES KIT**

The variety of creams and butters will leave any recipient with revived skin and a grateful spirit.



**KOBO 16 OZ PURE SOY CANDLE**

Handmade in the USA, this pure soy candle comes in a variety of yummy scents.



**PORT AUTHORITY KNIT CUFF BEANIE**

A quintessential cold weather classic, featuring a medium profile and a rollover cuff detail.



**KEELER DUFFEL**

Wear it as either a crossbody or shoulder bag, and customize the colors.

*↑ customizable straps*

**PURPOSE**

Daring creations are reserved for brand leaders with the confidence and vision to reach new heights by shaking things up.



**ATTITUDE**

Ready to show your edgy side? A look this dynamic and spirited says you cannot retreat from being unapologetically you.



## TONE

This look's not for the timid!  
You literally light up the room  
with your infectious joy and  
alluring intensity.



## MATERIAL

Neon alert! Fiery hues come  
alive in sleek silks, dramatic  
draping, and extra-long fringe.  
Don't be shy – this trend is  
everything but discreet.

### CHIPOLO 2 CLASSIC BLUETOOTH ITEM FINDER

Chipolo is a colorful  
Bluetooth tracker that  
helps you find things within  
seconds.



### HIDRATESPARK 3 WATER BOTTLE

This smart water bottle  
tracks your water intake  
and lights up to remind you  
to drink.



### YOGA MAT

This smooth-surface,  
standard size yoga mat  
can be customized and is  
perfect for any workout.



### NIKE SIDELINE BEANIE

This stylish and warm  
cuffed beanie is perfect for  
the stands or the street.



### CONTIGO LUXE TUMBLER

A sleek 16 oz  
double wall  
stainless steel  
tumbler with  
an easy clean  
autoseal lid



### BATCH & BODEGA MOVIE NIGHT KIT

This kit includes three  
blockbuster popcorn  
flavors for your  
chewing pleasure.



*snacks for  
staying  
in*



### WHAT'S POP'N GOURMET POPCORN GIFT SET

Sit back, relax, and enjoy  
your favorite flick with this  
perfect set of popcorn  
flavors.



### THE NORTH FACE CASTLE ROCK HOODED SOFT SHELL JACKET

This jacket is sporty  
and functional without  
sacrificing durability and  
versatility.



### TRANQUILITY 3-PIECE SPA SCENT GIFT SET

It includes 3 individually  
wrapped aroma diffusers  
that you simply add to warm  
water or bath.

*a little self care this  
season* ♡♡



*Winter '20* STYLE TRENDS

# LUMINOUS

This ravishing, shimmering trend was made for that sparkling Christmas party or splashy New Year's bash. Rise to the occasion with a combo platter of elegance, glitz, and glam.

## COLOR

All that glitters is definitely rose gold. 2020 became the coming out party for soft pinks, shiny golds, and marbled whites – even in the home office.



## FASHION

Get all dressed up – even if you have nowhere to go! Accessorize rose tans and crisp whites with chunky chains and embellished handbags.

### ASOBU INSULATED "ON THE ROCKS" KUZIE

This kuzie is perfect for keeping your liquor chilled whether on the rocks or "neat."



### ASOBU INSULATED WINE KUZIE

Whether indoors or outdoors, enjoy your favorite wine served perfectly and constantly chilled.



*wine o'clock!*



### FRED GEMSTONE FLASK

It's the perfect size for tucking into a purse and will provide you with a sip when you need it most.



### SIDNEY DOUBLE WALL STAINLESS BOTTLE

This unique slim bottle is perfect for everyday use and any outdoor activities.



*chic & shimmery*

### ASOBU IMPERIAL COFFEE

They brought fashion and hydration together and created this chic new coffee mug.



### CONNECT POWER

Never be disconnected from your social network with this elegant metallic power bank.



### 4 PIECE FAUX MARBLE DESKTOP SET

Add some style to your desk! This set includes a pen cup, stapler, stapler refills, and note pad.



### TRANQUILITY SPA SCENT KIT

Dissolve these crystals in your bath for a soothing scent or add to a spray bottle for fragrance.

*oh so soothing*



**H2GO FORCE BOTTLE**

Sip in style with this classic thermal water bottle design that pops in the sun.



**UNICORN MAGIC CANTEEN**

This canteen features a shimmery and glossy finish that adds a little sparkle to every sip.



**42" FOLDING UMBRELLA**

Prepare for the rainy season with this classic umbrella that comes with a matching color case.



**CORKICLE STEMLESS GLASS SET**

Crafted with lightweight, durable, double-walled glass that can handle both hot and cold liquids.



**ASOBU COFFEE KUZIE**

A new lightweight product that is thermal dynamically functional and environmentally friendly.

**AVIANA DOUBLE WALL STAINLESS WINE BOTTLE COOLER**

This double wall vacuum insulated wine cooler keeps your wine at the perfect temperature.

*cheers!*



**L.I.E.N.S. LARGE EYEWEAR CASE**

Use this neoprene bag to store your travel essentials and add bling to your look.

*glitz & glitter*

**KEYCHAIN SIGNATURE COLLECTION**

Give your key ring an upgrade with this upscale black and gold keychain.



**ASOBU INFINITE MUG**

This unique mug has a ceramic coated interior and a scratch resistant cork base exterior.

*gifting favorites*

**STONE**

This look channels the frosted setting on the selfie ring light, showing off your inner and outer glow.

**PURPOSE**

If you're a glass half full kind of brand, you see all the promise and potential of a New Year. Inspire others to revitalize and reboot for 2021.



## MATERIAL

You're the gold standard, and this look says you're worth the investment – from rose gold metals, to luscious marbles,



## ATTITUDE

The holidays bring out your glam mood, with infectious exuberance and a refined elegance that confirm you're the total package.

### UVCLEAN WAND

A portable UV-C light that can be used to sterilize small devices, door handles, cutlery, etc.



### NIKE HERITAGE 2.0 BACKPACK

This pack combines fun, simplicity, and functionality with its clean design.



### SOMA CERAMIC MUG WITH BAMBOO LID

The leak-proof bamboo lid allows you to travel at ease and the ceramic upholds pure taste.



*marble everything*



### MARBLE HARD BOUND JOURNALBOOK SET

Add some style to your work area with this modern marble designed notebook.



### ASOBU UV LIGHT HYDRO BOTTLE

You simply press the button on the lid and the UV light will purify your water in less than 5 mins.

*color obsession* ←

### CLARITY TUMBLER

This drinkware is mouth blown by expert artisans and made with double wall glass construction.



### EMBER MUG²

This smart mug allows you to set an exact drinking temperature for over an hour.



### ASOBU BEER KUZIE

A cold beer on a hot day is essential and this kuzie ensures it will remain cold.



### SPARKLING DARK CHOCOLATE GIFT BOX

Treat someone with these delicious dark chocolate treats in a stunning, sparkling gift box.

*indulge*

Winter '20 STYLE TRENDS

# RUSTIC



If your ideal winter holiday is an invigorating day on the slopes, and a chill night by the fire in a woodsy cabin, this trend is your therapy dog. From brown leathers, to earthy greens, this timeless look exudes practicality and restraint.



# MATERIAL

Nature-inspired textures of wood and stone are complemented by sturdy fabrics like burlap and canvas.



# COLOR

Take in all the hues of a wintery walk in the woods, where infinite shades of green meet wood, bark, and leather.

## MODERN SPROUT INDOOR HERB GARDEN KIT

Self-watering herb kit that features a vintage-inspired mason jar and a passive hydroponic system.



## FIELD & CO. 16 OZ COTTON CANVAS CONVERTIBLE TOTE

This versatile on-trend tote can also convert into a backpack.



*sit back and relax...*



## KOBO ROOM DIFFUSER

Create a rich and fragrant ambiance for any room you choose.

## MYERS TAG

A vintage-inspired luggage tag with extra long leather straps. Information card included.



## ALTERNATIVE CHAMP ECO-FLEECE SWEATSHIRT

With a classic fit, this champ reigns supreme in versatility and style.



## BELLA + CANVAS SPONGE FLEECE DROP SHOULDER SWEATSHIRT

A classic unisex sweatshirt in super-soft fleece designed for warmth and breathability.

*unisex*



## DANVILLE DUFFEL

Rugged and durable, this Duffel has space to fit everything you need for your next journey.

*must have*

## ASOBU WIRELESS BEAT BOTTLE

Enjoy your favourite music on the go with a super unique waterproof lid speaker.



## CORKCICLE COFFEE MUG

Keep your morning moment or afternoon pick-me-up warm for hours with this stylish mug.

*woody vibes*

**SAWYER  
COMPUTER  
MESSENGER BAG**

Trust the Sawyer bag with your laptop and essentials while commuting to work.



*packable*

**RUMPL PUFFY  
BLANKET**

This outdoor blanket is packable, portable and made with insulation to keep you warm and cozy.



**ARTISAN  
DELIGHTS GIFT  
BAG**

This reusable drawstring gift bag is filled with artisan treats to suit any snack attack.



*NOM NOM NOM*

*crowd  
pleaser*

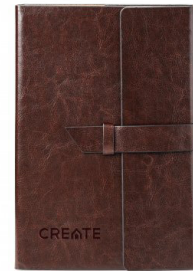


**YETI RAMBLER  
BOTTLE**

Remove the handle for a shatter-resistant spout that allows for controlled gulps on the go.

**PISMO POUCH**

Fill with your smaller necessities and store it inside your carry-on for quick access on your trip.



**FABRIZIO  
REFILLABLE JUNIOR  
PORTFOLIO**

With new, exciting colors, refill your vinyl portfolio over and over for continued use.



**QUIKFLIP HERO  
HOODIE LITE**

This lightweight full-zip hoodie converts into a drawstring bag.

*nature  
inspired*



**SILHOUETTE  
GIFT SET**

Customizable down to the leather color, wood engraving, and scent variations.



**WOOD BLUETOOTH  
SPEAKER WITH  
WIRELESS  
CHARGING PAD**

This speaker with crystal clear sound is perfect for the office or home with crystal clear sound.

**STONE**

Serenity is sublime! This look invites us to claim quiet moments to reconnect with our inner self and redefine our purpose.



**FASHION**

Classic jackets, rugged leathers, and chunky boots not only add polish to the rich, deep colors of this trend, but also are endlessly chic.

# ATTITUDE

This sophisticated look shows your serious strength is to be taken seriously. It's about time the slow burn took the limelight!



# PURPOSE

Show the world your brand is the real deal. Devoid of frivolity, you demand quality, exude authenticity, and are committed to making a real impact.

*handmade*

## KOBO PURE SOY CANDLES

Made with environmentally sustainable soybeans, it creates a clean burn and an excellent level of fragrance.



*adventure ready*

## EL DORADO ROLL TOP BACKPACK

Its top can be rolled down for style and fit, or unrolled and zipped to utilize its full capacity.



## BELLA + CANVAS UNISEX SPONGE FLEECE HOODIE

This super-soft, classic fit hoodie is perfect for lounging at home or hiking.



## PORT AUTHORITY WATCH CAP

This heavyweight, chunky, rib knit cap has a traditional look and is always cold-weather-ready.

## NYLON ACCESSORY ORGANIZER

Constructed from a durable flight nylon material, it can safely hold all your essentials.



## ELLISTON BLANKET

Made from a comfortable and warm wool blend, the Elliston will keep you warm all winter long.



## MARINE LAYER SIGNATURE V-NECK

Relax at home with the perfect amount of V, and the most amount of soft.

*cozy alert*



## BATCH & BODEGA TEA TIME KIT

This kit includes the best tea time essentials like cookies, tea, honey, and a mug.



## ASOBU ULTIMATE MUG

With a spill-proof design and perfect cupholder size, it's the go-to travel mug this season.



# Custom Gift Sets

Our expert team curates the latest trends to create fresh ideas tailored to your brand. Whether you know what you want or are looking for new products, we're ready to make your brand shine!

## Premium Retail Partners

We work with 50+ quality retail partners and emerging, boutique brands to source new, design-forward products – including eco-friendly and socially conscious options.



# Home Office Cheer

Whether it's a new look or a new vibe – or both, your employees and customers will welcome fresh additions to their virtual offices as they ring in the new year.



Pump Up the Volume

Trend: **ELECTRIC**



For All the Marbles

Trend: **LUMINOUS**



IHOME COLOR CHANGING BLUETOOTH MINI SPEAKER



PORT & COMPANY CORE FLEECE HOODED SWEATSHIRT



ASOBU ORB BOTTLE



UNICORN MAGIC CANTEEN



PORT AUTHORITY COZY BLANKET



MARBLE HARD BOUND JOURNALBOOK SET

# V.I.P. Delights

Looking to show your VIP list they're worth it? Let us source a beautifully designed product or luxury item from one of our retail partners, and we'll brand and package it to perfection.



Virtual Party in a Box

Trend: **LUMINOUS**



A Walk In the Park

Trend: **RUSTIC**



AVIANA DOUBLE WALL STAINLESS WINE BOTTLE COOLER



ASOBU INSULATED WINE KUZIE



DANVILLE DUFFEL



FIELD & CO. BUFFALO PLAID PICNIC BLANKET

# Holiday Gratitude

Express your gratitude to employees and partners with a thoughtful gift that's not only memorable, but also makes a brand statement.



The Quintessential Commuter

Trend: **PLUSH**



Work Life Balance

Trend: **RUSTIC**



APOLLO  
CABLE KNIT  
BEANIE WITH  
REMOVABLE POM



ACE  
HIGH NYC  
BACKPACK



ASOBU  
ULTIMATE  
MUG



NYLON  
ACCESSORY  
ORGANIZER



FIELD & CO. 16 OZ  
COTTON CANVAS  
CONVERTIBLE TOTE



YETI  
RAMBLER  
BOTTLE

# Spoonful of Comfort

With most employees working remotely, the hottest gift trend of 2020 is all about creature comforts – from cozy apparel, to smelly candles and comfy blankets the whole family can enjoy.



Break the Ice

Trend: **PLUSH**



Beat the Winter Blues

Trend: **ELECTRIC**



BELLA + CANVAS  
UNISEX SPONGE  
FLEECE HOODIE



ASOBU  
COFFEE  
KUZIE



SAMSONITE  
COMFORT  
GIFT SET



PORT  
AUTHORITY  
KNIT CUFF  
BEANIE



BOMBAS  
SOCKS



SHERPA  
BLANKET





# Gift Packaging

Surprise and delight your gift recipients with stunning packaging and wrapping. Our team takes pride in precisely packing every box to perfection, and can even write personal notes on your behalf.

BOXES



CRINKLE PAPER



POLY MAILER



TISSUE PAPER



NOTE CARDS



GIFT BAGS



RIBBON



# Distribution Services

Our expert team can kit and ship your items however and whenever you require, both in the US and abroad.



## FULFILLMENT

- Storage
- Kitting
- Shipping



## VIRTUAL STORES

- Company Store
- Virtual Pop-Up

# CREATIVE MC



## PROMOTIONAL PRODUCTS

Branded giveaways and gifts for everything from events, to trade shows, recruiting, and more



## CORPORATE GIFTS

Branded kits for employees or prospects with stunning packaging and gift cards



## CUSTOM PRODUCTS

Bespoke, high quality items sourced directly from vetted retail and other partners



## CORPORATE EVENTS

Branded and styled events and conferences creating unforgettable impact



## GLOBAL DISTRIBUTION

Cost-effective fulfillment, storage, and shipping services through hubs in the US and Europe



## ONLINE STORES

Temporary pop-up shops and company-wide virtual stores with real-time inventory and tracking

**SAN FRANCISCO**  
(415) 941-4000

**SACRAMENTO**  
(415) 780-3010

**SAN JOSE**  
(650) 400-9655

**PRAGUE**  
(420) 257-415-254

**BRATISLAVA**  
(420) 257-415-254