

CREATIVE ♦ MC

2024 NEW ARRIVALS



The latest drops
with tips from our
**2024 Swag
Trend
Predictions**

Inspired by our 2024 STYLE TREND PREDICTIONS

With unemployment at a 50-year low and more jobs available than there are people to fill them, **employees will set the tone for corporate cultures** – prompting a fresh look at 2024 swag choices.

Our Brand Stylists are just back from our biggest industry event where they unearthed **the best of what’s new** to keep you on trend.

CREDITS
Concepts, product curation, and copy by CreativeMC's in-house team with Creative Direction by Camilla Behrens of Behrens Studio.
Non-product photography courtesy of Unsplash.

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AUTHENTICITY OVER ARTIFICE

GROWTH OVER THE GRIND

COMMUNITY OVER COMMERCIAL

DYNAMIC OVER STATIC

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Eco-Friendly

These products are beneficial or not harmful to the environment. Many of our partners are also members of 1% for the Planet.



Minority-Led

These companies are owned or led by an executive from an underrepresented community, including BIPOC, AAPI, Indigenous People, LGBTQ, and women.



Price Points

- \$ = \$1-\$30
- \$\$ = \$31-\$75
- \$\$\$ = \$76-\$150
- \$\$\$\$ = \$151+



Social Impact

These brands contribute a portion of profits to social causes and/or are committed to ethically sourced materials.



More Colors

These items are available in more colors than are reflected in the product imagery.



Apparel

*“Going green no longer
requires sacrificing style,
comfort, or functionality.”*

KAELI TAPNIO,
JUNIOR BRAND STYLIST

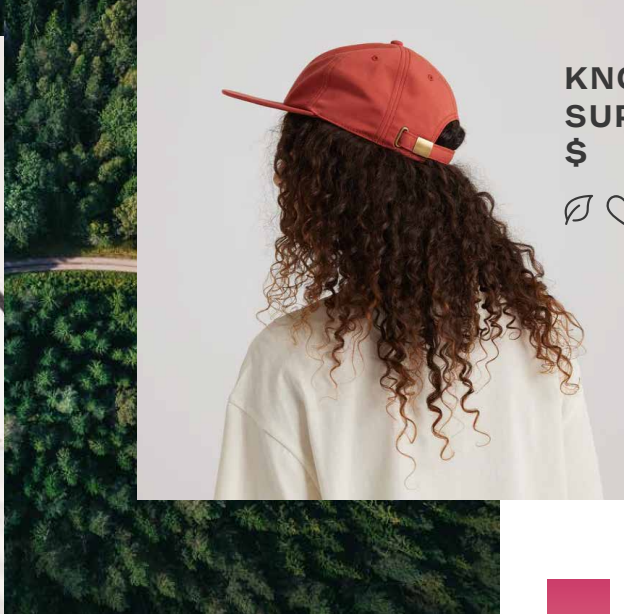


Apparel

2024 NEW
ARRIVALS



**MARINE LAYER
WOMEN'S
SWEATPANTS**
\$\$



**KNOWN
SUPPLY CAP**
\$



**NOMADIX
BANDANA TOWEL**
\$\$



**DISTRICT
FLEECE**
\$\$



**MISSION
BELT**
\$\$



**VARLEY
HALF-ZIP
KNIT**
\$\$\$



EMERGING BRAND

VNTNA
\$\$\$\$



Inspired by and created along the Northern California coast, VNTNA is the elevated re-imagination of the popular Fossa brand. With 1% of profits donated to land and sea projects, VNTNA's men's and women's sporty apparel is not only hip, it's also entirely made of recycled materials.



Apparel

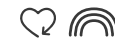
2024 NEW
ARRIVALS



FOXY DESIGN
CUSTOM CUFF
LINKS
\$\$\$



SOCKS THAT
PROVIDE
MEALS
\$



TENTREE
COTTON
BEANIE
\$



2024 SWAG TREND PREDICTIONS

“Whether it’s professional apparel or leisure wear, the new looks we’re seeing prioritize quality materials (largely sustainable) and refined, sleek designs - reflecting the Quiet Luxury trend we forecasted for 2024.”

TATIANA GONZALEZ,
BRAND STYLIST SUPPORT LEAD



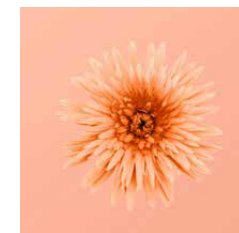
BEYOND YOGA
CROPPED TANK
AND LEGGING
\$\$\$



COTOPAXI
HOODED DOWN
JACKET
\$\$\$



EVERYBODY.WORLD
SQUISHY SOCKS
\$





Apparel

2024 NEW
ARRIVALS



**HOUDINI
MEN'S FLEECE**
\$\$\$
🌱 🌸 🌈

**MARINE
LAYER QUILTED
JACKET**
\$\$\$
🌱 🌈



**TENTREE
PACKABLE
PUFFER**
\$\$
🌱 🌸



**SOCK 101
CUSTOM
DUNKS**
\$\$
🌈

**MARINE
LAYER LONGLINE
COAT**
\$\$\$
🌱 🌈

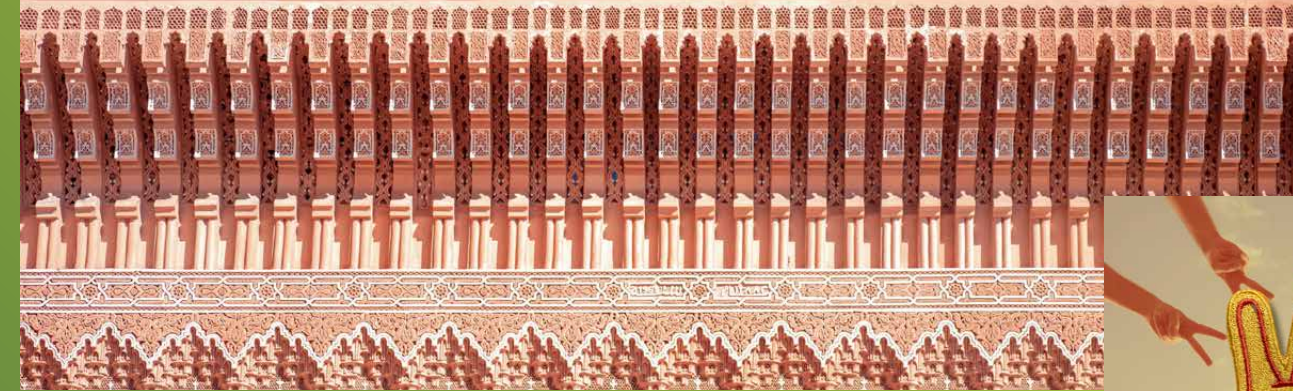


INNOVATION SPOTLIGHT

CUSTOM RETAIL SNEAKERS
\$\$\$
🌸 🌈

If you want to bring your sneaker swag game into the big leagues, we've got a new partner who can source and customize shoes from iconic brands like Nike, Converse, Adidas, and Vans. Whether you want to go with a subtle branded look or splash out with something bold, we can create a design that will make you an instant A-lister.

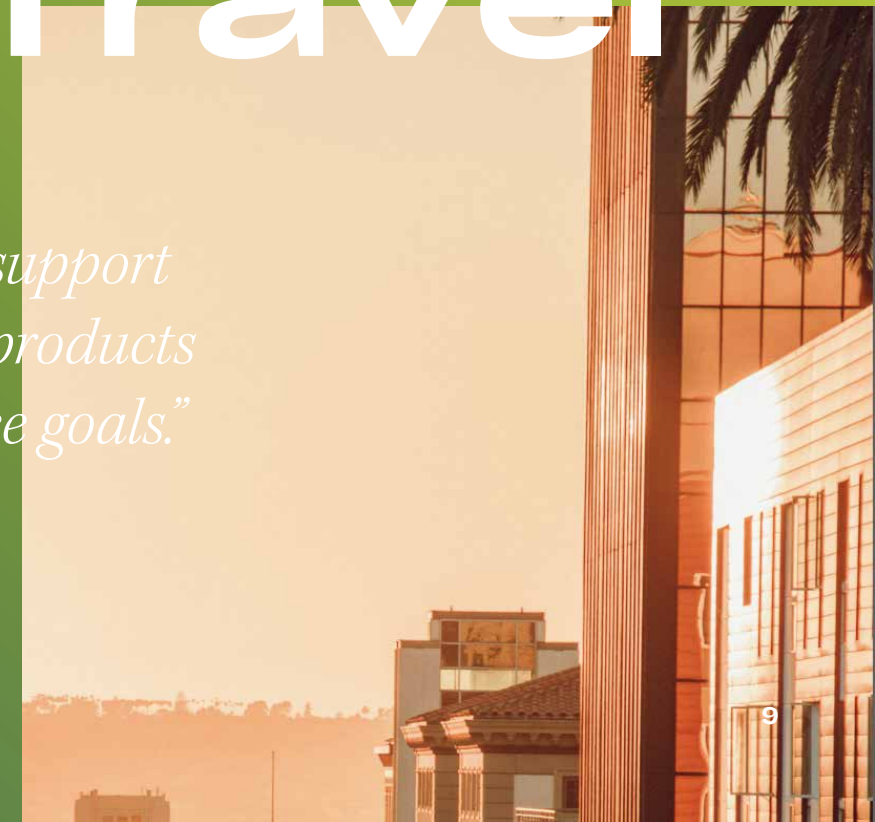




Bags & Travel

“More clients are looking to support their teams with thoughtful products that also support out-of-office goals.”

LISA GRUZAS,
BRAND STYLIST MANAGER



Bags & Travel

2024 NEW
ARRIVALS



EMERGING BRAND

TROUBADOUR GOODS
\$\$\$



From Red Dot's 2023 Design Award to multiple sustainability awards, Troubadour Goods' Orbis Collection features bags made entirely of the same sustainable fabric so they can be recycled over and over again to make something new. Their stunning bags and slings are also lightweight and efficiently functional.

CALPAK SLING BAG
\$\$\$



CALPAK MINI CARRY-ON LUGGAGE
\$\$\$



BREVITE CAMERA BACKPACK
\$\$\$\$



BROOKS BROTHERS BRIEF CASE
\$\$\$



DAGNE DOVER GLASSES CASE
\$\$



PEAK DESIGN EVERYDAY MESSENGER BAG
\$\$\$



Bags & Travel

2024 NEW
ARRIVALS



**TUMI EXPANDABLE
4 WHEELED
CARRY-ON**
\$\$\$



**QUINCE
COMPRESSION
PACKING CUBES**
\$\$



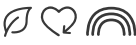
**DAY OWL X
OUTPATCH
PATCHES**
\$



**TOPO DESIGNS LAPTOP
BACKPACK**
\$\$\$



**RUMPL FLAME-PROOF
BLANKET**
\$\$\$



**MERCER+METTLE
BACKPACK**
\$\$



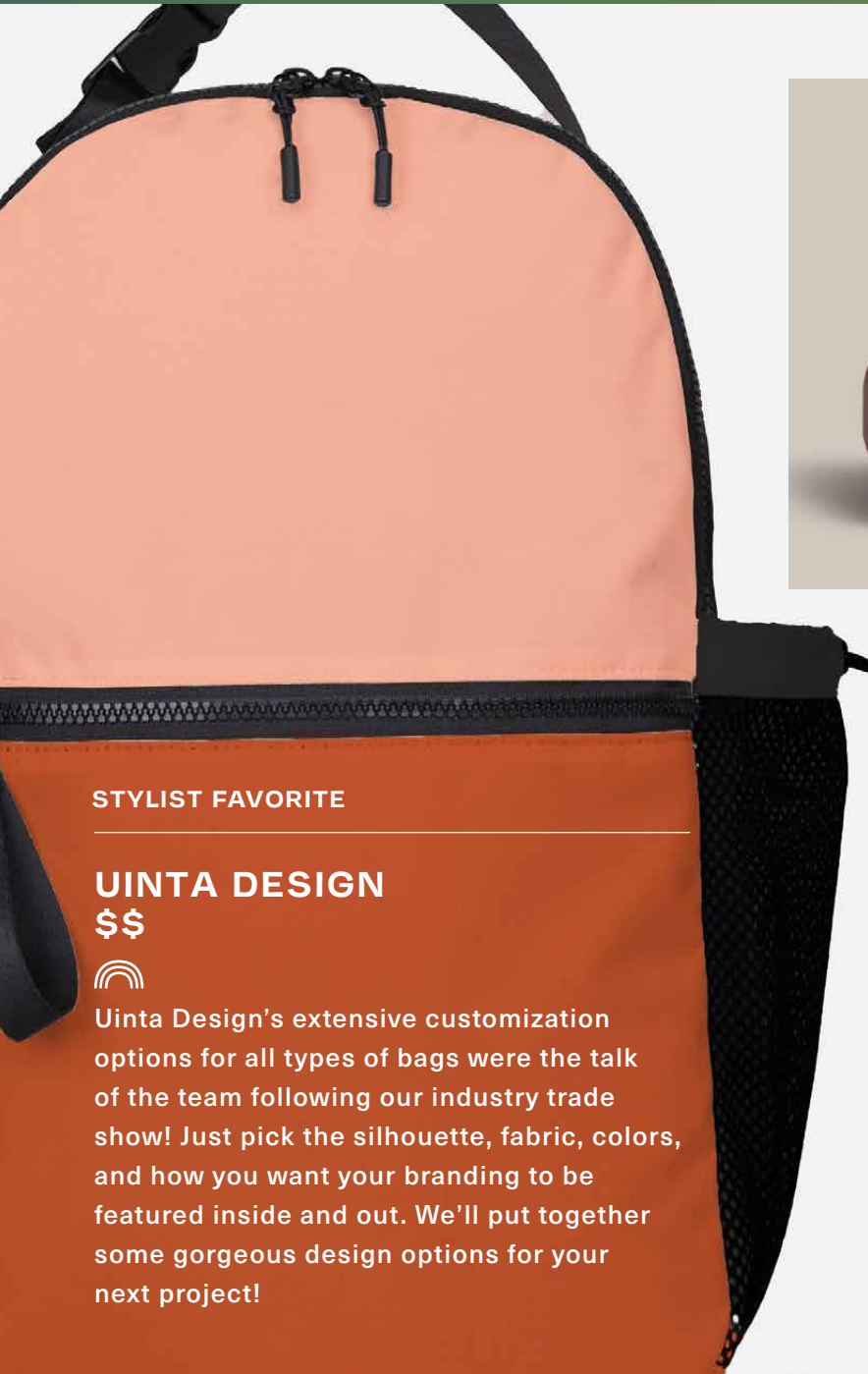
2024 SWAG TREND PREDICTIONS

“With personal and professional travel continuing to be a huge trend in 2024, we’re seeing more style and innovation in bags and travel accessories than ever before.”

BIANCA SALDANA,
BRAND STYLIST

Bags & Travel

2024 NEW
ARRIVALS



STYLIST FAVORITE

UINTA DESIGN
\$\$



Uinta Design's extensive customization options for all types of bags were the talk of the team following our industry trade show! Just pick the silhouette, fabric, colors, and how you want your branding to be featured inside and out. We'll put together some gorgeous design options for your next project!



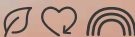
**CADENCE TRAVEL
CONTAINER SET**
\$\$



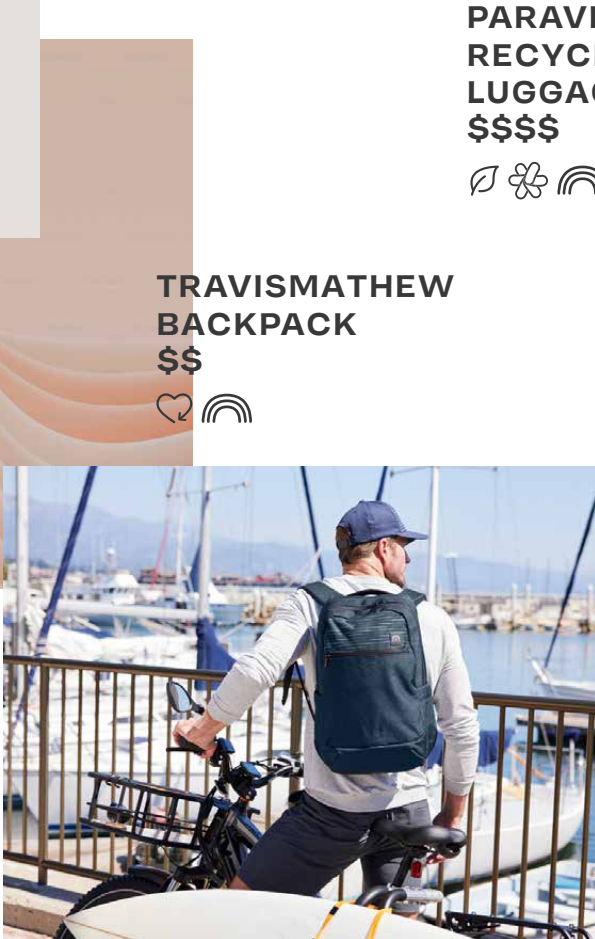
**RAINS
WASH BAG**
\$\$\$



**DAY OWL SLIM
BACKPACK**
\$\$\$



**BREA CANYON
LEATHER
CROSSBODY**
\$\$



**PARAVEL
RECYCLED SHELL
LUGGAGE**
\$\$\$\$



**TRAVISMATHEW
BACKPACK**
\$\$





Drinkware

“Neutral hues, wine-inspired shades, and earthy tones are all the rage in fashion, signaling a departure from black as designers’ go-to.”

KAELI TAPNIO,
JUNIOR BRAND STYLIST



Drinkware

2024 NEW
ARRIVALS



**GIR REUSABLE
STRAWS**
\$\$



**VOCHILL
STEMLESS WINE
PAIR**
\$\$\$



**FELLOW
TUMBLER**
\$\$



**HIBEAR
MULTI-USE FLASK**
\$\$



**ASOBU EASY
ACCESS TUMBLER**
\$\$



**VSSL FLASK
WITH BLUETOOTH
SPEAKER**
\$\$\$\$



EMERGING BRAND

OWALA
\$\$



Named to TIME's 2023 Best Inventions list, Owala's free-sip bottle went viral thanks to a hashtag (#owala) that has been viewed nearly 300 million times on TikTok. The New York Times is betting that Owala will topple Stanley's reign as the "it" bottle! If you want to show your brand's trendy side, Owala's hip bottle comes in the 2024 Pantone Color of the Year, Peach Fuzz.



Drinkware

2024 NEW
ARRIVALS

2024 SWAG TREND PREDICTIONS

“If you’re obsessed with all things Peach Fuzz, Pantone’s 2024 color of the year, drinkware brands are all over this trend.”



ASHLEY SEM,
BRAND STYLIST ASSISTANT



KOR WATER X
IWAN SMITH
COLLABORATION
\$\$



ASOBU UNICORN
BESTIE BOTTLE
\$



BKR
LITTLE CUP SIP KIT
\$\$



MEMOBOTTLE
DESK STAND
\$\$



SIMPLE MODERN
TUMBLER
\$\$



OHOM UI ARTIST MUG
WITH WIRELESS
CHARGER
\$\$





Drinkware

2024 NEW
ARRIVALS



**MATERIAL
KITCHEN GLASS
SET**
\$\$



**MEMOBOTTLE
SLIM STAINLESS
STEEL**
\$\$



**STANLEY
TUMBLER**
\$\$



**ILIVE COOLER
WITH A SPEAKER**
\$\$



**W&P SILICONE
SLEEVE WINE
GLASS**
\$



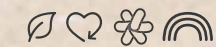
**ASOBU
PILL BOTTLE**
\$\$



h2go®

INNOVATION

ETS BOTTLE DECORATION



In addition to ETS' signature full-color design capabilities, they now offer a stunning and tactile tone-on-tone, embossed decoration option that we think is utterly chic. They've also teamed up with Fill it Forward to offer a QR code optional add-on to any bottle so users can track their environmental impact as they use their bottles.



Office & Tech

“To hold on to awesome employees, companies will have to create a never-ending mix of growth, purpose, and appreciation – while also serving the business.”

MIRA PETERSON,
MARKETING MANAGER



Office & Tech

2024 NEW ARRIVALS



TANGELO TRAVEL MOUSE
\$
♡



SONATA ECO PEN
\$
♻️ 🌈



BARONFIG ATOMIC HABITS PEN
\$\$



EMERGING BRAND

POKETO OFFICE STATIONERY \$ ♻️ ♡ 🌈

Designed by artists for creators of all types, Poketo's colorful line spices up any office space and caters to every organizational style, whether it's calendar-based, project-based, freeform lists and notes, and more. Their recent collab with Headspace includes adorable yet thoughtful journals and stickies for those who embrace mindful habits.



APPOINTED TASK PLANNER
\$\$
♻️ ♡ 🌸 🌈



MOLESKINE NOTEBOOK AND PEN GIFT SET \$\$ 🌈



CIKLO SUSTAINABLE PEN
\$
♻️ 🌈

Office & Tech

2024 NEW
ARRIVALS



HIGH CALIBER
WIRELESS
CHARGING PAD
\$



ACT NATURAL
ESSENTIALS
KIT
\$\$



ORIGAUDIO WIRELESS
POWER BANK
\$\$



ILIVE 18" WIRELESS
SOUNDBAR
\$\$



EASTON
WIRELESS
CHARGING
MOUSE PAD
\$\$



BLUEBONNET
LEATHER
AIRPODS
PRO CASE
\$



LISA GRUZAS,
SENIOR BRAND STYLIST

Office & Tech

2024 NEW ARRIVALS



INNOVATION SPOTLIGHT

LEXON'S BASQUIAT FM RADIO/
BLUETOOTH SPEAKER
\$\$



French design brand Lexon has combined two trends—retro and art—to create this timeless FM radio that's also a wireless speaker featuring iconic works of Brooklyn's renowned 1980s artist Jean-Michel Basquiat. This newly unveiled collection adds a unique and sophisticated edge to the tech product category.

ACEHIGH
TRAVEL CHARGER
\$\$



URBANISTA
WATERPROOF
SPEAKER
\$\$\$



NIXON
EXPEDITION
WATCH
\$\$\$



CLEER NOISE
CANCELLING
HEADPHONES
\$\$\$



AURA DIGITAL
PHOTO FRAME
\$\$\$\$



FSC WOOD
WIRELESS
POWER BANK
\$\$





Health & Wellness

“In 2024, emotional and mental support will go from an optional corporate perk to an absolute must-have.”

JACKIE GREGOIRE,
SENIOR BRAND STYLIST



Health & Wellness

2024 NEW
ARRIVALS



**BATHING
CULTURE
BATH SET**
\$\$
🌈



**KOBO
PLANT THE BOX
CANDLES**
\$\$
🌿🌈



**LECHAT
NAIL POLISH**
\$
🌿🌸🌈



**SUN SALUTATION
YOGA SET**
\$\$



**NODPOD
WEIGHTED
SLEEPING MASK**
\$
🌸🌈



**KASHWÉRE
LOUNGE SET**
\$\$\$
🌸🌈



EMERGING BRAND

SWEET HAVEN TONICS
\$
🌿🌸🌈

Minnesota native and Sweet Haven Tonics founder Leah Trevelen takes pride in rolling up her sleeves in nature to select and handcraft cocktail and mocktail concentrates from the finest, freshest ingredients. We've tried them and she's nailed it! These creations make the perfect gift for those opting to go alcohol-free in 2024.



Health & Wellness

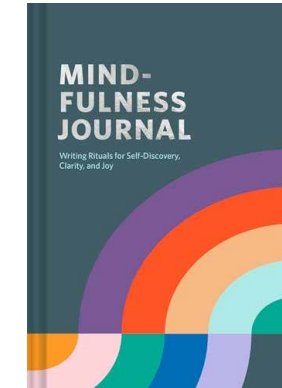
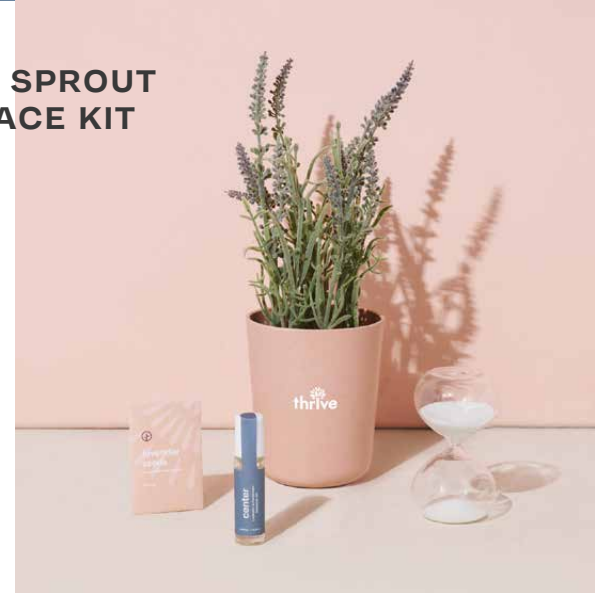
2024 NEW
ARRIVALS

2024 SWAG TREND PREDICTIONS

“Whether you nurture a serene work environment or chilling out after hours, a wellness gift adds a personal touch that will be appreciated more than ever in 2024.”

JACKIE GREGOIRE,
SENIOR BRAND STYLIST

MODERN SPROUT SEEK PEACE KIT \$\$



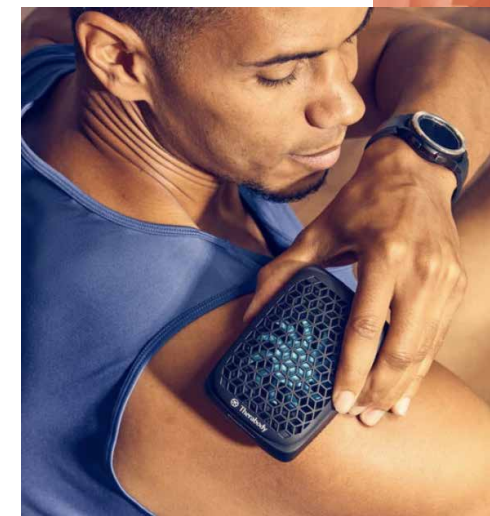
MINDFULNESS JOURNAL \$



HYPERSPHERE MINI MASSAGE BALL \$\$



THERAGUN SENSE MASSAGER \$\$\$\$



RECOVERYTHERM CUBE \$\$\$

NUMO WEEKENDER YOGA TOTE \$



23



Health & Wellness

2024 NEW
ARRIVALS



ENDURANCE
SPORT BAG
\$



SPEKS SILICONE
STRESS BALLS
\$



CUISINART
COMPACT
BLENDER
\$\$\$

INNOVATION

ANECDOTE CANDLES \$



Anecdote loves to combine a story with a scent, creating memorable brand messaging that comes to life on every custom candle. With a simple brief and an assist from AI, they'll craft a narrative tailor-made for your event or gift them.

SLOWTIDE
QUICK-DRY
TOWEL
\$\$

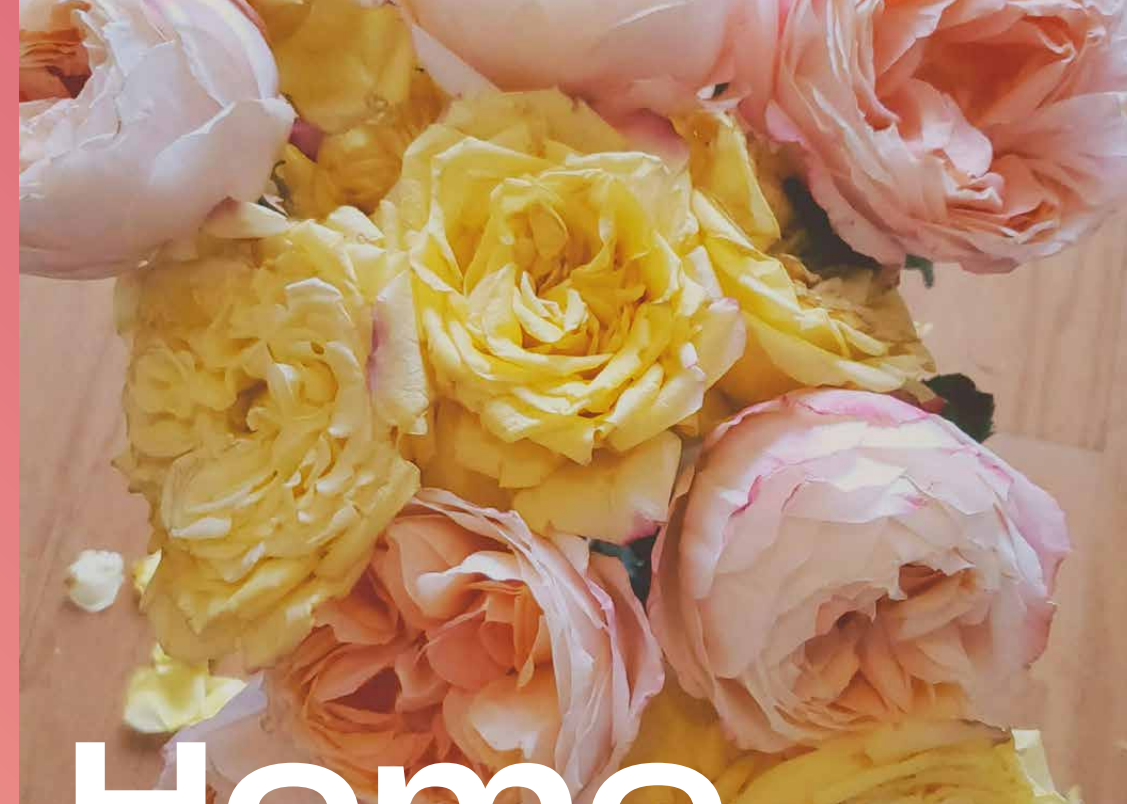


STAINLESS STEEL
FACIAL ROLLER
\$



CLOSCA
HELMET
\$\$\$





Home

“With nearly 30% of full-time American employees working in a hybrid model, home goods is a swag category that’s here to stay.”

GLENN PATTON,
MARKETING DIRECTOR



EMERGING BRAND

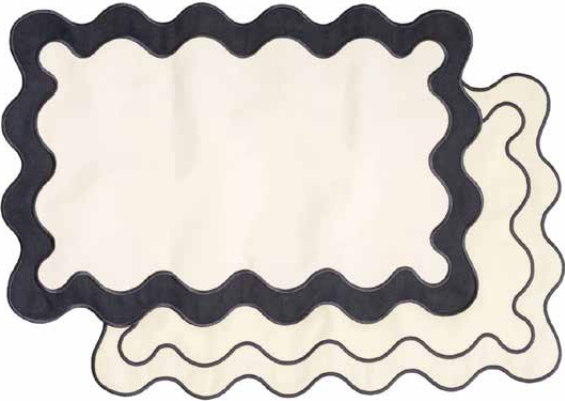
KASHWÉRE
\$\$-\$\$\$



Kashwére custom creates proprietary fabrics that feel like cashmere but come without the fuss and expense. A favorite of luxury resorts for years, Kashwére's home products are now available to the corporate market. They've recently unveiled a new fabric called Chenilla that is divinely soft and machine washable.



BEACON
VINTAGE RECORD
COASTERS
\$



BUSINESS AND
PLEASURE
PLACEMATS
\$\$\$



BUSHWICK
KITCHEN HONEY
GIFT SET
\$\$



PORT
AUTHORITY
APRON
\$



BAGGU
QUEEN QUILT
\$\$\$\$





MEATS
BY LINZ
\$\$\$



WD-40
PRECISION
PEN
\$



W&P SILICONE
REUSABLE
BAG
\$



ETTITUDE LINEN
AND QUILTED
COVERLETTE
\$\$\$\$



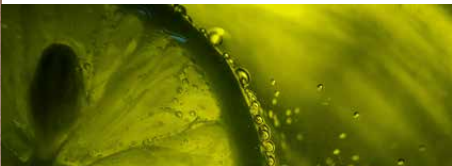
2024 SWAG TREND PREDICTIONS

“While it’s great to stay on-trend, consider items with timeless appeal. A well-designed, classic piece can have a long-lasting impact.”

SPECTOR & CO.
STATIONERY KIT
\$



W&P
HYDROPOD
\$



LA CUISINE
PREP APRON
\$



MELISSA MILLER,
BRAND SERVICES
DIRECTOR



INNOVATION SPOTLIGHT

LYNN & LIANA DESIGNS
\$\$\$



Less than five years ago, the Canadian founders of Lynn & Liana Designs discovered an eco-friendly resin and were inspired to combine it with various hardwoods to make a beautiful line of cheese and serving boards as well as accessories. The L&L ladies call it “functional art” and we think it’s a gorgeous new take on a classic home gift.



FARMSTEAD
EVERYTHING
BAGEL SET
\$\$



BISSELL PET MASSAGE
AND DE-SHEDDING
BRUSH
\$



KATE SPADE
PET BOWL
\$\$



LUXE
FAUX FUR
BLANKET
\$\$



TOSCANA
CUTTING BOARD
AND TOOL SET
\$\$



FLIP & TUMBLE
PRINTS THAT
SUPPORT TOTE
\$





Minority-Owned

"For the first time, we're excited to dedicate an entire section of this lookbook to our Brand Together platform to showcase companies from underrepresented communities."

MIRA PETERSON
MARKETING MANAGER

Minority-Owned

2024 NEW
ARRIVALS



EMERGING BRAND

HOOKED COFFEE
\$\$

☘️🌈

Delivering an instant coffee experience with premium cafe coffee, Hooked creates bundles of single-serve, pour-over pouches to upgrade any office or travel brew. With roaster partners like ONYX, Equator, and Andytown and a 100% female leadership team, we're hooked on Hooked!



**APPOINTED 2024
DESK CALENDAR**
\$\$

📅☘️



**HOUDINI
WOMEN'S ANORAK**
\$\$\$

🌿📖☘️🌈



**RICHER OR POORER
RELAXED WOMEN'S
TEE**
\$\$

🌿☘️🌈



**DESK PLANTS
IN ENGRAVED
POTS**
\$\$\$

🌿☘️🌈



**DAGNE DOVER
JEWELRY CASE**
\$\$

🌿💎☘️🌈



**ANECDOTE COFFEE
& CEDARWOOD
CANDLE**
\$

🌿☘️🌈

Minority-Owned

2024 NEW
ARRIVALS

HOUSE OF MARLEY
WIRELESS
EAR BUDS
\$\$



LUX & NYX
ORIGAMI
CROSSBODY BAG
\$\$



HIJA DE TU
MADRE
NOTEBOOK SET
\$



BALA
BARS
\$\$



SWEETER CARDS
CUSTOMIZABLE
CHOCOLATE GIFT
CARDS
\$



BAGGU
GUDETAMA PUFFY
LAPTOP SLEEVE
\$\$



2024 SWAG TREND PREDICTIONS

“A brand’s internal and external audiences expect more than just a quality, stylish swag product. They also look for items that are ethically sourced and reflect social awareness.”

MENA TRIGUEROS,
SENIOR BRAND STYLIST

Minority-Owned

2024 NEW
ARRIVALS



INNOVATION SPOTLIGHT

QUINCE
\$\$\$



With sustainability as a requirement, Quince set out to bring luxury-quality apparel, travel gear, and accessories at affordable prices. From cashmere caps and throws to organic cotton jackets to chic suitcases, Quince can be your one-stop solution for beautiful gifts to wow any audience.



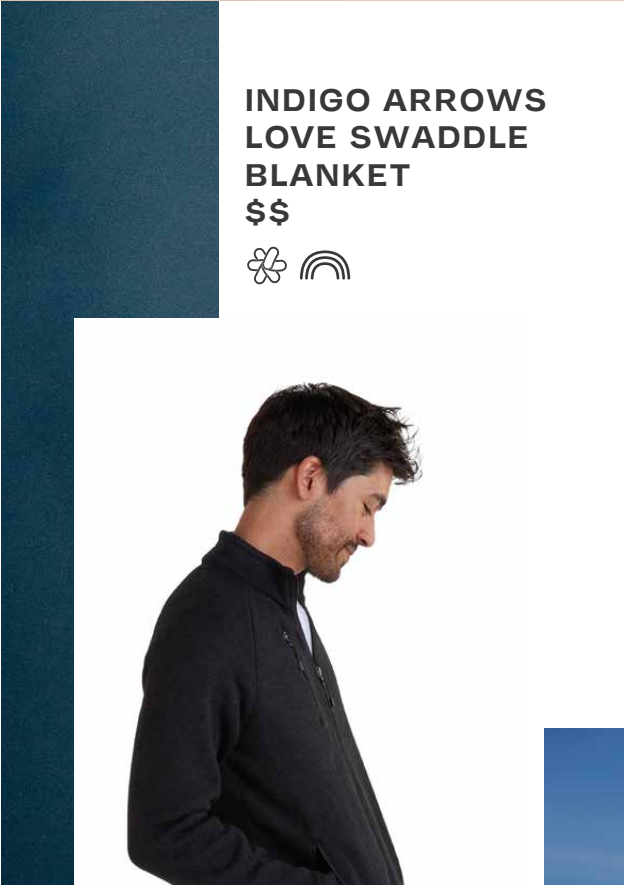
**CALPAK TERRA
BACKPACK**
\$\$\$



**SOYOUNG
LUNCH TOTE**
\$\$



**PARAVEL
CABANA TOTE**
\$\$\$



**INDIGO ARROWS
LOVE SWADDLE
BLANKET**
\$\$

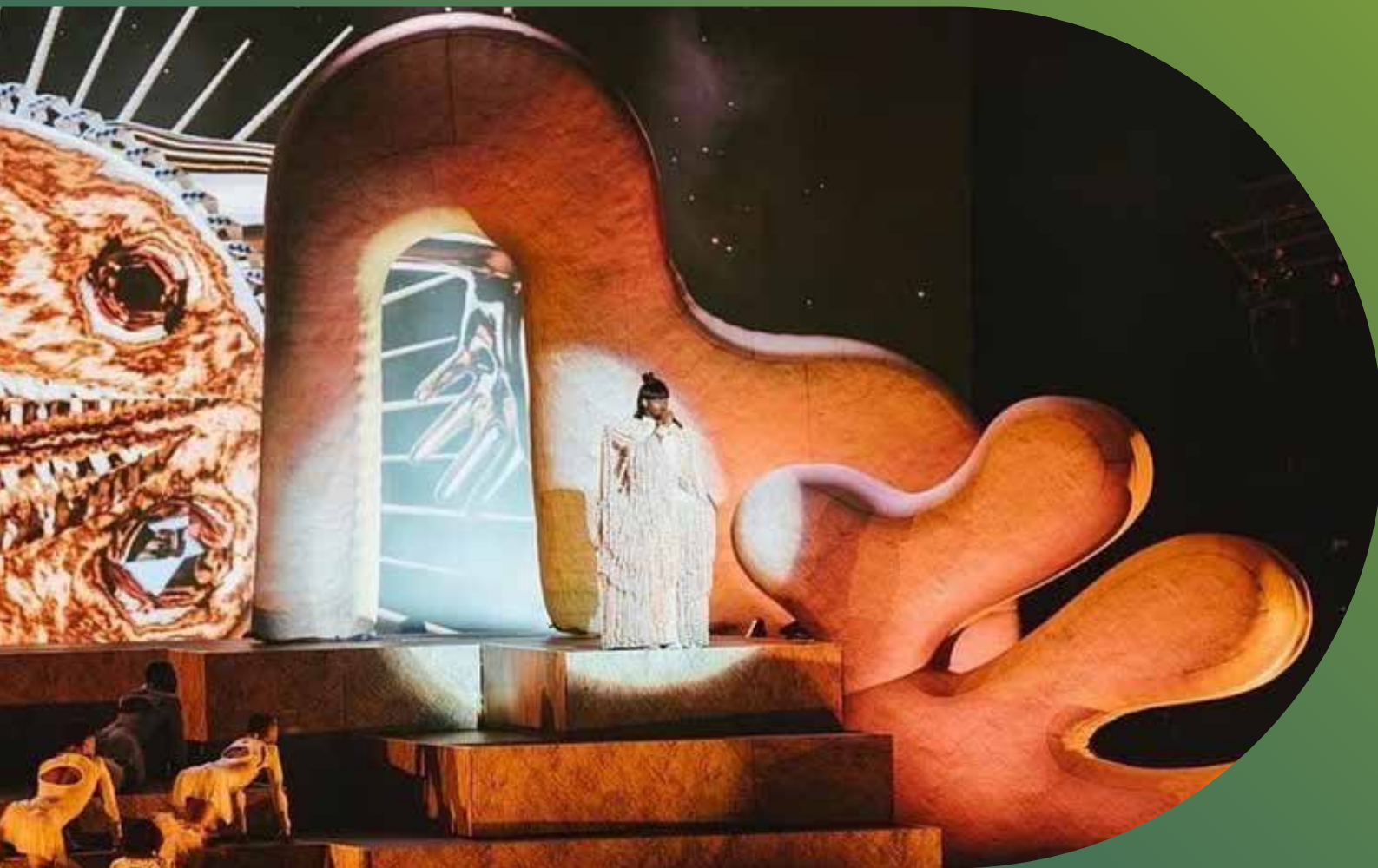


**IN THE MAKE
WATERBOTTLES**
\$\$



**STORM CREEK
MEN'S JACKET**
\$\$\$\$





Events

“Inspired by the new-look retail landscape, events will prioritize interactive, engaging spaces and experiences.”

BIANCA SALDANA,
BRAND STYLIST



Events: Experience

2024 NEW
ARRIVALS



**BARIKA BAKES
CUSTOM
DESSERTS**
\$
✿



**BLOOMIN
PLANTABLE
CONFETTI**
\$
🌿 🌈

**HYPE COMPANY
CUSTOM SLIDES**
\$\$\$
🌈



**MCBRIDE SISTERS
WINE TASTING
EXPERIENCE**
\$\$
✿



**SOLO
STOVE PIZZA
PARTY**
\$\$\$



EMERGING BRAND
PAPER SHOOT CAMERA
\$
🌿 ✿ 🌈

Invented in Taiwan and brought to the US two years ago, the eco-friendly, retro-inspired camera and cases are so cool and operate off SD cards. Wes Anderson created a limited edition series for his Asteroid City film so imagine what you could do to create instant-fun at your corporate event, trade show, or employee party!



Events: Ambiance

2024 NEW
ARRIVALS

RED CARPET
CUSTOM
BACKDROP
\$\$\$\$



BUSINESS
& PLEASURE
CUSTOM PILLOWS
\$\$



CORIUM LEATHER
EMBOSSED TABLE
ACCESSORIES
\$\$



2024 SWAG TREND PREDICTIONS

“We predict that incorporating a creative touch into one-of-a-kind swag experiences will steal the show at corporate events.”

SOFT STUFF
CUSTOM
PLUSH TOYS
\$\$\$



TATIANA GONZALEZ,
BRAND STYLIST
SUPPORT LEAD



LANDMARK
CREATIONS
CUSTOM
INFLATABLES
\$\$\$\$



PENDLETON
BRANDED
THROW
\$\$\$






Events: Personalization

2024 NEW
ARRIVALS



**RAINS
POP-UP
SHOP**
\$\$




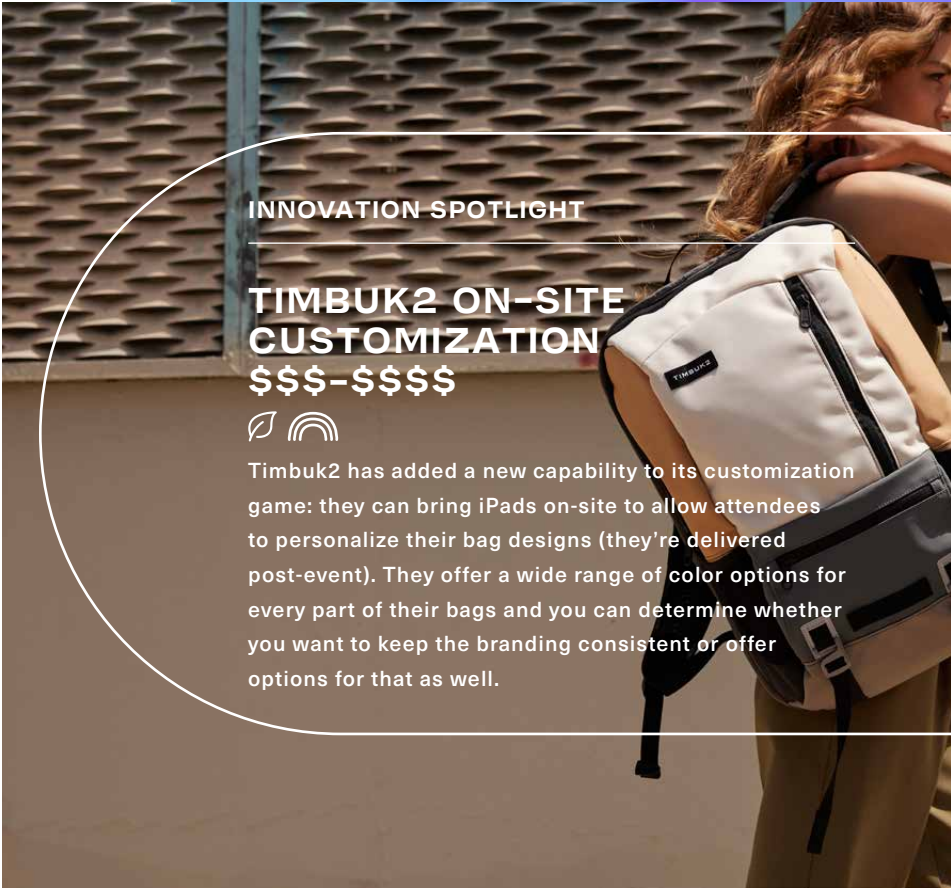
**TOSCANA ON-SITE
CHARCUTERIE
BOARD ENGRAVING**
\$\$\$



**VONTÉLLE
EYEWEAR
POP-UP SHOP**
\$\$\$




**OKLAHOMA SHIRT
COMPANY ON-SITE
SCREEN PRINTING**
\$\$

INNOVATION SPOTLIGHT

TIMBUK2 ON-SITE CUSTOMIZATION

\$\$\$-\$\$\$\$



Timbuk2 has added a new capability to its customization game: they can bring iPads on-site to allow attendees to personalize their bag designs (they're delivered post-event). They offer a wide range of color options for every part of their bags and you can determine whether you want to keep the branding consistent or offer options for that as well.

The CREATIVEMC Difference

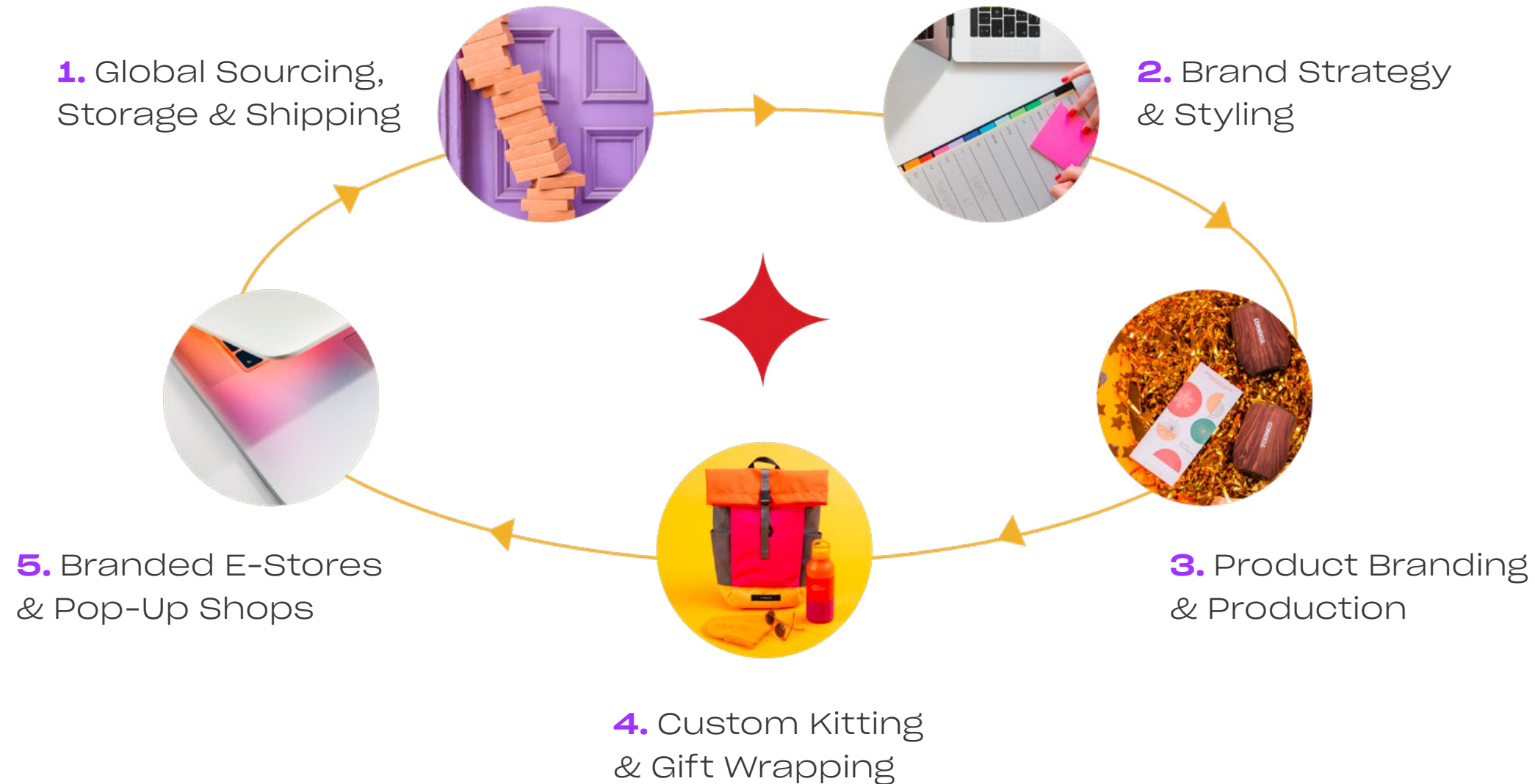


GLOBAL BRAND STYLING | SWAG FOR GOOD | EMPLOYEE OWNERSHIP

Global Brand Styling



360° SERVICES



Style + Global Reach

Where your brand objectives meet the latest trends is where you'll find our comprehensive Brand Styling Services. The only industry player with a sister company in Europe (Prague, Czechia), our one-stop-shop can cover your needs worldwide.

Swag for Good Commitment



Environmental Impact



For every client eco-friendly product order, CreativeMC plants trees through our corporate partnership with One Tree Planted.



We also facilitate the donation and/or recycling of obsolete swag through our partnership with Swag Cycle.



CreativeMC is Platinum Certified through the Green Business Bureau, reflecting our planet-friendly practices throughout our day-to-day operations.

Social Impact



From B corporations to 1% for the Planet members to Vendors who contribute a portion of profits to causes like animal rescues and children's issues, our partners and our team are deeply invested in supporting their communities.

Minority Community Impact



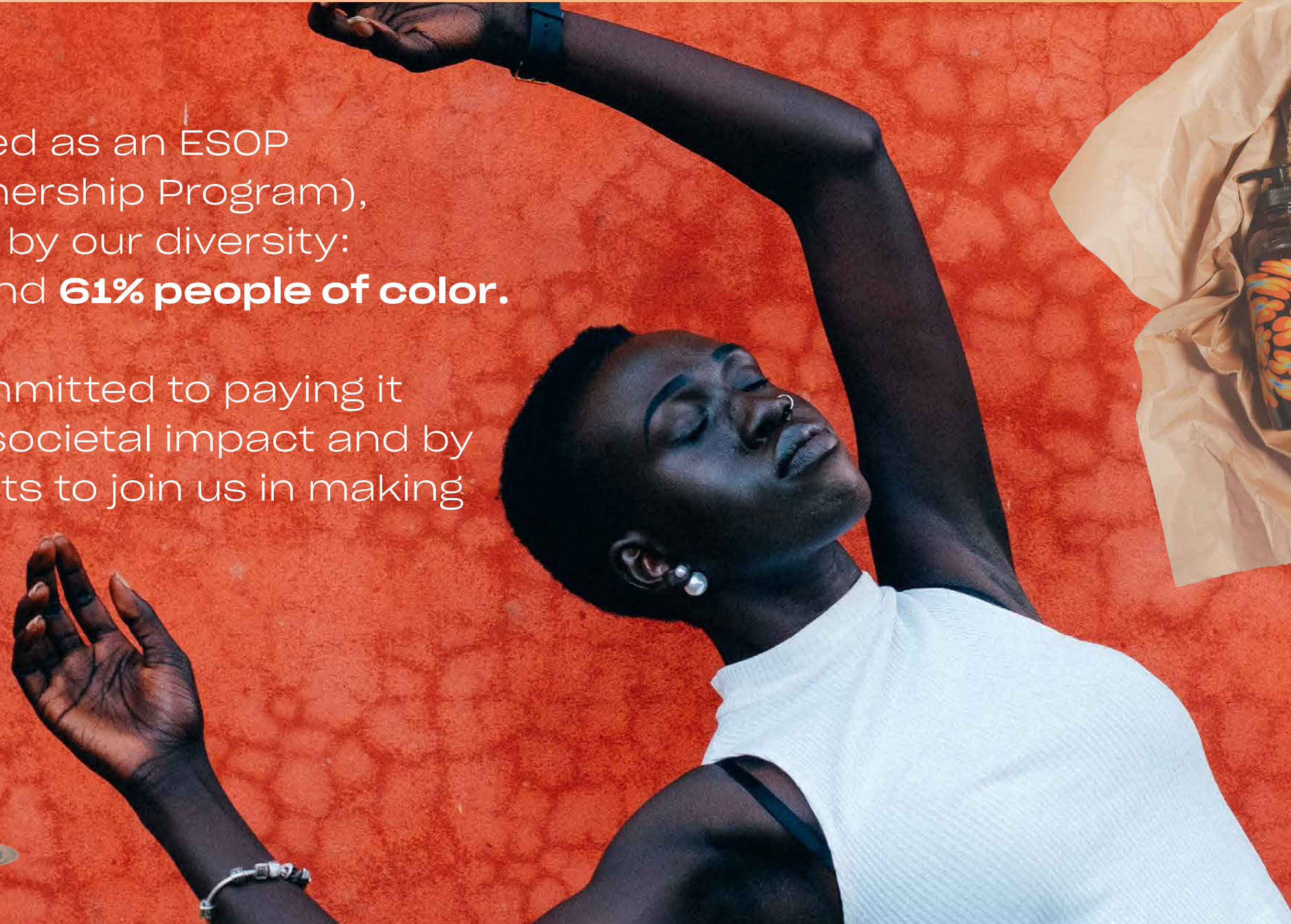
Through our Brand Together platform, we have reached out to and secured partnerships with over 100 businesses owned or led by underrepresented communities. We actively promote these brands across all of our platforms and in partnership with our clients, are investing in their success.

Employee Ownership



100% employee-owned as an ESOP (Employee Share Ownership Program), our culture is defined by our diversity: we are **72% female** and **61% people of color**.

As owners, we're committed to paying it forward through our societal impact and by encouraging our clients to join us in making a difference.



We look forward to
making your brand
shine in 2024!



Photo by Jonah Reenders

CREATIVE ♦ MC

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