

# springSUMMER 23

Trends Lookbook



# spring **SUMMER 23**

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## Credits

Concepts, product curation, and copy by CreativeMC's in-house team.  
Lifestyle and studio photography by JONAH REENDERS  
and Styling by ABBY YOUNG in San Francisco, California.  
All other photography courtesy of Unsplash.  
Graphic Design by MATEJ SUHAJEK in Prague, Czechia.

## Confidence X Rejuvenation

Bursting with confidence and color, Spring/Summer 2023's Style Trends offer a palpably introspective lens on the seasons renowned for exuberant rebirth and reawakening. The legacy of the COVID era is to prioritize people, purpose, and personal fulfillment, even in corporate branding. This clarity of intent breeds confidence and energizes rejuvenation. Take a breath and get inspired!



**62%** of the products featured in this lookbook positively impact minority communities, social causes and/or the Earth, reflecting our ongoing initiative to source and showcase

**Swag For Good!**



### Eco-Friendly

The product is beneficial or not harmful to the environment. CreativeMC will plant 10 trees for every eco-friendly product order.



### Underrepresented

The brand is owned or led by an executive from an underrepresented community, including BIPOC, AAPI, or women.



### Giveback

The manufacturer contributes a portion of profits to social causes and/or is committed to ethically sourced materials. Help us help Earth.



### More Colors

The product shown is in a color that reflects this trend but is also available in additional colors.



spring  
savvy  
SUMMER

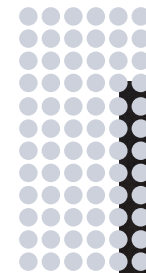
# savvy

For the assertive yet accessible brand visionary, this look delivers a magnetic mix of seductive grays and pure whites punctuated by reds and magentas so intoxicating, no one will look away!



**GROUNDED  
ASSERTIVE  
FIERCE**

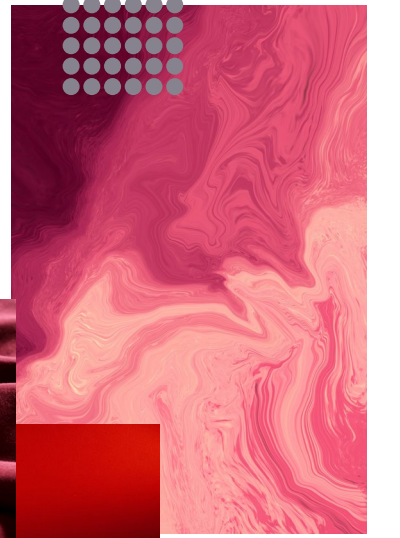
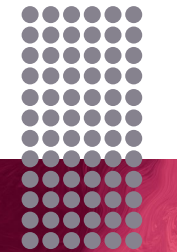
Marble



Pearl



Rendezvous



Viva  
Magenta







**AUGUSTA  
SPORTSWEAR SHORTS**



**47 BRAND  
COTTON CAP**



“  
A balance  
between  
serenity and  
sophistication.”



**CALPAK LUGGAGE  
TAG & PORTABLE CHARGER**



**BROOKS BROTHERS®  
LAPTOP BAG**



**MEMBERS ONLY®  
WOMEN'S ICONIC  
RACER JACKET**



savvy  
spring  
2023  
summer



**HAPPY DAYLIGHT  
DESK LAMP**



**PORT AUTHORITY®  
100% COTTON THROW**



**POLAROID CAMERA**



**TOPO DESIGNS  
MINI QUICK PACK**



**OGIO® SPRINT  
12-PACK COOLER**



**SUPLMNT 24 OZ STAINLESS  
STEEL BOTTLE**



“  
Create a brand  
look that's  
elevated and  
self-assured.”





SPORT-TEK® CAMO LONG-SLEEVE TEE



APPOINTED POCKET NOTEBOOK



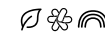
MELIN WATER RESISTANT CAP



CUTTER & BUCK WOMEN'S POLO



EVERYBODY.WORLD BIOGRADABLE BOMBER JACKET



“Exude cool confidence without sacrificing approachability.”

BROOKS BROTHERS® 1/4 ZIP PULLOVER



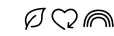
SACKCLOTH & ASHES RECYCLED BLANKET



savvy  
spring  
SUMMER



TIMBUK2 ROGUE LAPTOP BACKPACK



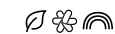
CALLAWAY GOLF GLOVES 2-PACK SET



SPORT-TEK® POLO WITH UV PROTECTION



PARAVEL GRAND PACKING CUBE



L'OR DE SERAPHINE IRIS CANDLE



“You lead, and the rest will follow.”





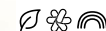
RAINS  
HALF-ZIP



RUFF HOUSE  
"BE BOLD"  
PEN SET



PARAVEL  
AVIATOR  
CARRY-ON  
PLUS



“  
This look  
oozes  
self-assured  
serenity.”



PEAK DESIGN  
MOBILE WALLET



JETT 32 OZ  
ALUMINUM  
BOTTLE



ADIDAS®  
SUSTAINABLE  
SUN HAT



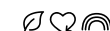
savvy  
spring  
23  
SUMMER



HOLE-IN-ONE GOLF  
GIFT BUNDLE



MIIR® 20 OZ LEAKPROOF  
STRAW LID BOTTLE



ARLO CLASSICS 20 OZ  
STAINLESS STEEL TUMBLER



ACEHIGH TECH POWER  
TRAVEL SET



LE BON SHOPPE  
BOYFRIEND SOCKS



OAKLEY BUCKET HAT





spring  
SUMMER

# lush

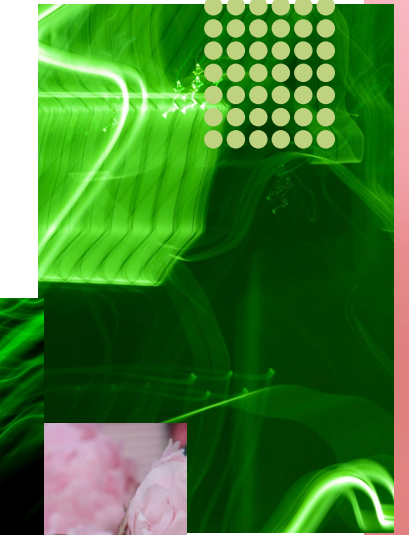
Manifest your ultimate tropical vacation, where the bountiful and botanical meet the plush and playful. Some call the pink and green combo retro-preppy. We call this peppy pop of color the most refreshing look of 2023!



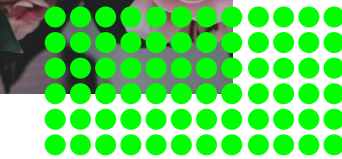
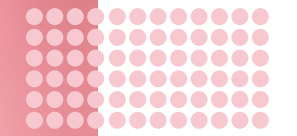
Marshmallow



Green Glow



Loveable



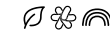
Electric Green

**OPTIMISTIC  
REFRESHING  
RADIANT**





**BKR 32 OZ GLASS  
"LUCKY ME"  
WATER BOTTLE**



**BAGGU REUSABLE BAG**



**AS COLOUR COTTON  
CORDUROY CAP**



**BARONFIG WATER-RESISTANT  
FULL-ZIP NOTEBOOK  
AND PEN HOLDER**



**RAY-BAN® ORIGINAL  
AVIATOR SUNGLASSES**



**BARIKA BAKES CUSTOM  
GOURMET CAKES**



“  
Take your  
holiday style  
from the beach  
to the streets.”

lush  
spring  
SUMMER

**AS COLOUR  
NYLON  
BUCKET HAT**



**SPLMNT  
24 OZ BOTTLE**



**MAISON DE SABRÉ  
UPCYCLED LEATHER  
KEYCHAIN**



**CALPAK  
HANGING  
TOILETRY  
BAG**



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



**BOUGIE BOTTLE  
25 OZ INSULATED  
STAINLESS STEEL  
WATER BOTTLE**



**OSPREY  
ARCANE™  
RECYCLED  
DAY PACK**







MELIN A-GAME HYDRO CAP



CALPAK LUKA BELT BAG



AS COLOUR MEN'S COTTON TEE



“Add a neon spark and electrify your brand.”



BOUGIE BOTTLE SLING



HIBEAR 24 OZ MULTI-FUNCTIONAL BOTTLE



ICE CREAM PINT SLEEVE



BUSINESS & PLEASURE PREMIUM COOLER BAG



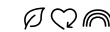
VEGAN LEATHER YOGA TOTE



lush  
spring  
SUMMER



BAGGU RECYCLED COTTON CANVAS TOTE



“Sustainable product options are not nice-to-have, they're must-have.”



H2GO 32 OZ STAINLESS STEEL WATER BOTTLE



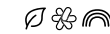
MAISON DE SABRÉ SUSTAINABLE LEATHER IPHONE CASE SLING







THE QI ORGANIC, WHOLE FLOWER ROSE TEA AND GLASS TEAPOT



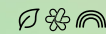
PHOOZY INSULATED ANTIMICROBIAL PHONE CASE



“ Say yes to all things nature-positive. ”



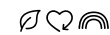
LANE SEVEN URBAN TEE



TRIPPY PORTABLE OUTDOOR WOOD CHAIR



NOMADIX RECYCLED SAND-REPELLANT BEACH TOWEL



PORT AUTHORITY® CROSSBODY BAG



INDEPENDENT TRADING WOMEN'S SHORTS



INDEPENDENT TRADING WOMEN'S CROPPED HOODIE



PUFFER YOGA TOTE



TOPO DESIGNS NYLON CAMP HAT



URBANISTA SOLAR-POWERED EARBUDS



VINYL BUCKET SLING



VASSA WORKOUT SHORTS



“ Positivity is contagious! A welcoming brand radiates happiness. ”

lush  
spring  
SUMMER



spring  
SUMMER

# grit

Express your humanity with looks that are downright elemental. The combination of nature-inspired textures and densely decadent chocolates with blinding yellow accents makes this trend the real deal.



Carbon Black

Almondine

Terrazzo

Daffodil

**STURDY  
COMMITTED  
EMPATHETIC**





AS COLOUR  
BUCKET HAT



FLIP & TUMBLE  
24-7 BAG



“Those who gravitate to gravitas will feel grounded.”



BOUNDARY  
SHOULDER BAG



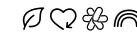
AS COLOUR  
DUCK COTTON  
MEN'S CANVAS  
JACKET



CONSCIOUS STEP SOCKS  
THAT SAVE DOGS



HOUSE OF MARLEY  
SUSTAINABLE  
BLUETOOTH SPEAKERS



CALLAWAY  
WARBIRD GOLF BALLS



AS COLOUR HOODIE



EPIC EVERYDAY MOCHA  
HUED LADIES TEE



ACEHIGH TECH  
ANTI-THEFT BACKPACK



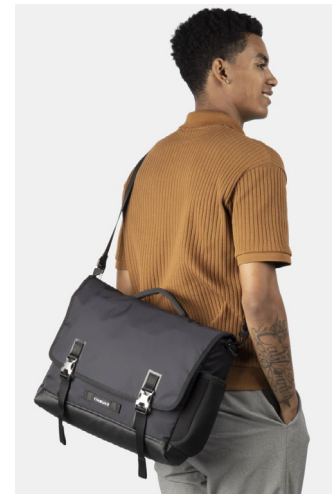
MEMBERS ONLY® MEN'S  
PULLOVER HOODIE



“This trend is sturdy and saturated, tactile and real.”

grit  
spring  
SUMMER





TIMBUK2 15" LAPTOP BRIEFCASE



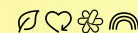
WIRELESS CHARGING JOURNAL



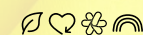
RAINS 16" LAPTOP BAG



HOUSE OF MARLEY WIRELESS EARBUDS



FOSSA APPAREL MEN'S BOMBER JACKET



MAISON DE SABRÉ SUSTAINABLE LEATHER BACKPACK



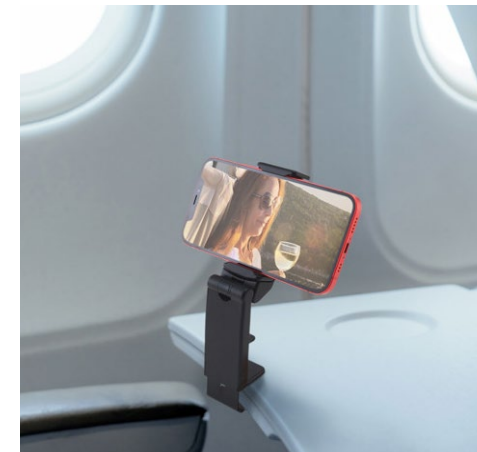
“From utilitarian silhouettes to oversized pockets, this look is utterly practical and universally accessible.”



HIJA DE TU MADRE MARKET TOTE



INFLIGHT, HOME, AND OFFICE PHONE MOUNT



RAY-BAN® POLARIZED AVIATOR SUNGLASSES



LA CUISINE ACACIA WOOD PICNIC TABLE & CARRIER



“Get down to earth with rugged textures and earth-friendly materials.”



THE DIRTY COOKIE CHOCOLATE CHIP COOKIE SHOTS



MODERN SPROUT® SEED BOMB KIT



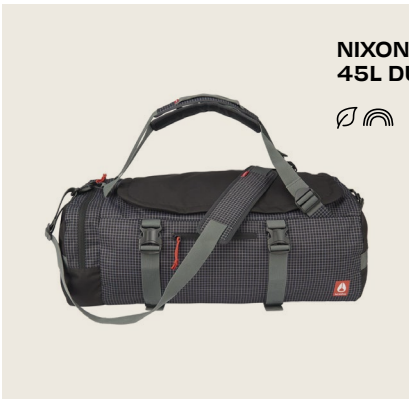




VASSA LADIES LIGHT FLEECE JACKET

PO CAMPO GROCERY CARRIER

ST. FRANK BABY ALPACA THROW BLANKET



NIXON US 45L DUFFEL



LANE SEVEN VINTAGE JOGGERS



VONTÉLLE EYEWEAR ACACIA AVIATORS



SLOWTIDE BRUSHED COTTON THROW



H2GO 24 OZ THERMAL BOTTLE



W&P Peak Crystal Ice Mold

“ This trend celebrates your brand’s unwavering authenticity and focus. ”

grit  
spring  
summer



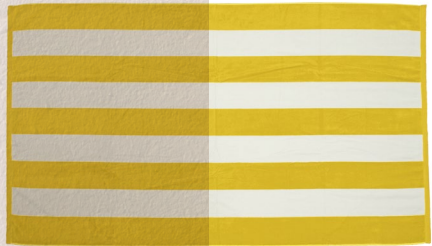
FOSSA APPAREL LADIES LIGHTWEIGHT HALF-ZIP PULLOVER



DELMAR LEATHER DOPP KIT



WELD MFG BUCKET HAT



TERRY TOWN VELOUR BEACH TOWEL

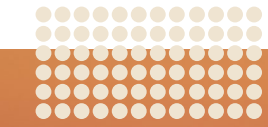


spring  
SUMMER

# Whimsy

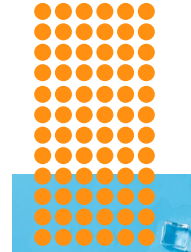


Tap into your brand's playful and adventurous sides and let the fun begin! Cobalt, fashion's biggest color trend of the season, is as chic as it is charismatic. When paired with any shade of orange, the impact is electrifying!

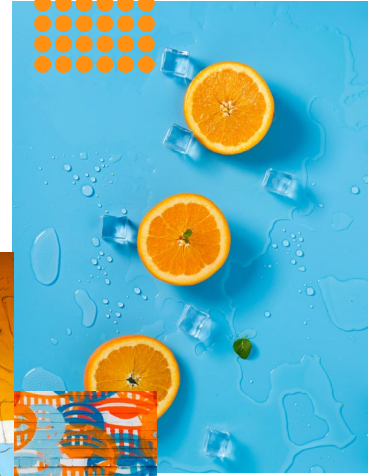
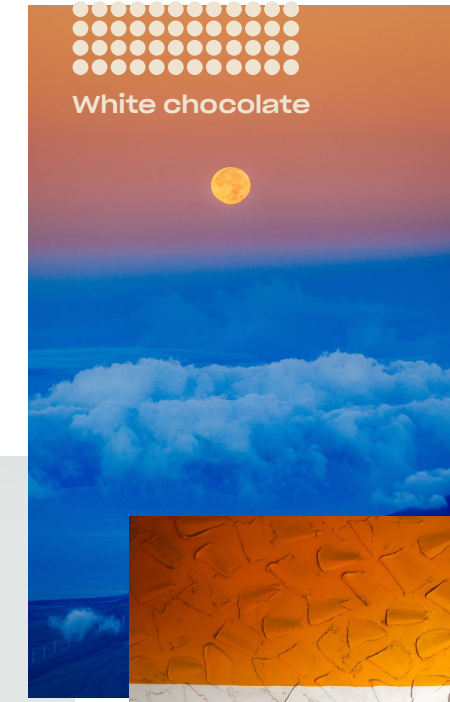
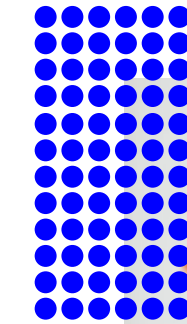


White chocolate

Apricot



Electric ultramarine



Caribbean coast

**DYNAMIC  
ADVENTUROUS  
FEARLESS**





COURANT MAG 2  
IPHONE HOLDER AND  
WIRELESS AIRPOD  
CHARGER



BAGGU BEACH TOWEL



TRAVIS MATHEW  
PERFORMANCE POLO



MAISON DE SABRÉ  
SUSTAINABLE LEATHER  
SMALL TOTE



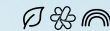
CALPAK LUKA MINI  
BACKPACK



“ Add a stylish,  
urban edge  
to comfortable,  
classic  
streetwear.”



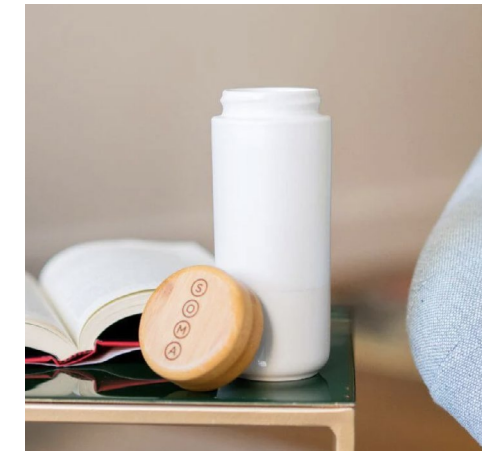
BOUGIE BOTTLE 25 OZ  
INSULATED STAINLESS  
STEEL BOTTLE



H2GO 32 OZ  
STAINLESS  
STEEL THERMAL  
BOTTLE



SOMA 12 OZ  
CERAMIC MUG



EXECUTIVE  
METAL INK PEN



“ This trend is just  
the permission  
you need to  
express your  
creativity and  
fearlessness.”



ASOBU  
MOONSHINE  
MASON JAR



UNITED BY BLUE  
(RE)ACTIVE™  
WATER BOTTLE  
SLING



APPOINTED  
WORKBOOK







47 BRAND  
TRAWLER CAP



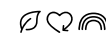
BATCH BODEGA  
ICE CREAM  
ACCESSORIES



“It’s time  
to take  
that leap!”



MARINE LAYER SHERPA  
CREW PULLOVER



AS COLOUR  
HOODIE



# whimsy

spring  
SUMMER



KIKKERLAND  
DOG SPA KIT



MERCER+METTLE™  
STRETCH JERSEY POLO



UNITED BY BLUE  
(RE)ACTIVE™ MINI DUFFLE



“Push your  
brand to  
the max by  
embracing joy  
as the new  
'it' factor in  
your swag  
selections.”



RAINS  
WATERPROOF  
BUM BAG  
MINI



WELD MFG 5-PANEL  
FIELD TRIP HAT



BE HOME 40 OZ  
DECANTER



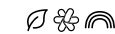
NIXON US RECYCLED  
TOTE BAG







KOR WATER BOTTLE WITH FILTER



NOMADIX RECYCLED POOLSIDE TOWEL



“ Anything goes so dare to be unconventional. ”



L'OR DE SERAPHINE MONROE CANDLE



KIKKERLAND CALMING KIT



AMERICAN APPAREL® RELAXED T-SHIRT



NIXON US VINTAGE BACKPACK



MARINE LAYER RE-SPUN SIGNATURE WOMEN'S CREW



CALPAK 26L LAPTOP BACKPACK DUFFEL



TOPO DESIGNS ROVER PACK MINI



SOMA 12 OZ CERAMIC MUG



SWEETER CARDS CUSTOMIZABLE CHOCOLATE GIFT CARD



RAINS WATERPROOF JACKET



“ This trend is a total head-turner and isn't that the point? ”



# SWAG SERVICES

Create Your  
Best Brand  
Moments

## Brand Styling

Where your brand objectives meet the highest quality designs and new product trends is where CreativeMC's magic happens. Our team of expert Brand Stylists designs every project to create brand-defining moments for maximum impact. You'll also tap into our Swag for Good offering: a highly curated collection of eco-friendly products, minority-owned brands, and social impact partners.

## Fulfillment & Distribution

Whether it's a one-off project or an ongoing swag program, our team can handle a full range of storage, fulfillment, and shipping needs worldwide. Our custom gift sets create wow factor for your employees, clients, prospects, and VIPs, and our fulfillment team prides itself in precisely packing every box to perfection—from gift wrap to crinkle paper to handwritten notes.

## Virtual Stores

Our extensive online store offering features on-demand product ordering and enables recipients to directly and securely claim gifts for an event or conference. Our flexible platform can be tailored to your requirements, including Single Sign-On capabilities and multiple store views for different departments and initiatives. Ask our team for a demo!

## Global Capabilities

The only industry leader with offices in both the U.S. (San Francisco and Sacramento, CA) and EMEA (Prague, Czechia), we efficiently manage your global swag programs from concept to production to distribution. Our trend experts work collaboratively to stay on top of the newest brands on both continents. With our global sensibilities, your swag will look current, fresh, and unlike any other.

spring

SWAG  
SUMMER



CREATIVE ♦ MC

spring  
**AK**  
SUMMER

CREATIVEMC.COM  
(415) 941-4000  
TEAM@CREATIVEMC.COM

