

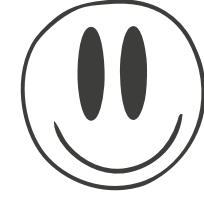
Spring Summer 2024

CREATIVE ♦ MC

Trends Lookbook

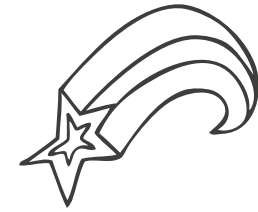


FLASHBACK



EXPRESS

The real and the retro collide in a season packed with unabashed audacity! In the next era of post-COVID self-discovery, our truest colors are on full display with all their complexities and quirks. The result is our most diverse collection of looks to date, designed to unleash your brand's inner voice!



BEACON



PREPSTER



YOURSELF!



BOSS

Spring Summer 2024

What's your brand vibe?

As we welcome the season of refreshes and renewals, we inspire you to venture beyond the familiar and let your personality shine. C'mon, let's make a splash!

Credits

Concepts, product curation, and copy by CreativeMC's in-house team.
Creative direction and graphic design by **Camilla Behrens** in Los Angeles, CA.
Photography by **Jonah Reenders**, Styling by **Abby Young Styling**,
Hair and Makeup by **AJ Lashmett** - all in San Francisco, CA.
Other photography courtesy of Unsplash.



Team vibes in SF



The winner is...



Going places!

FLASHBACK

PAGE 06

BOSS

PAGE 18

PREPSTER

PAGE 30

BEACON

PAGE 42

82% 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

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



Social Giveback

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



Underrepresented

Companies owned or led by an executive from an underrepresented community, including BIPOC, AAPI, LGBTQ+, and women.



More Colors

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



Price Point

Price ranges indicated are:

\$ = \$1-\$30

\$\$ = \$31-\$75

\$\$\$ = \$76-\$150

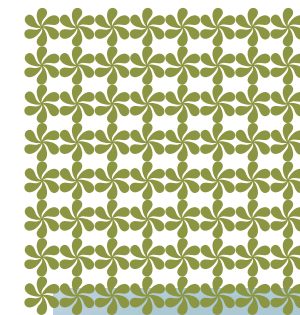
\$\$\$\$ = \$151+



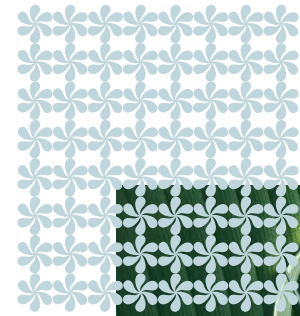
SS 24 | FLASHBACK



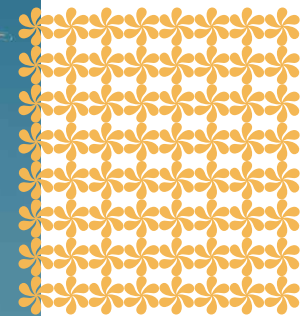
Pull out the roller skates and fly into your 90s time capsule! It's all frufu and fun, where girlcore meets kitsch and yet, it's also a super-mod brand statement.



CAFÉ DE PARIS



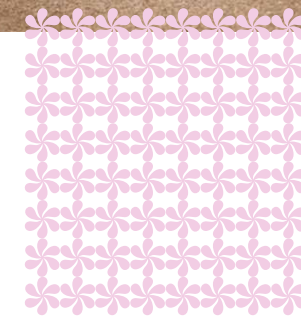
FALLING TEARS



BEE



EXUBERANCE
NOSTALGIA
FUN



SPARKLING PINK



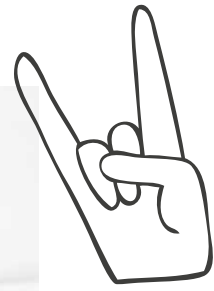
SS 24 | FLASHBACK



DAY OWL
LAPTOP SLEEVE
\$\$\$
🌱💚🌈



CHIMI
ROUND SUNGLASSES
\$\$\$
💚🌈



TRAVISMATHEW
POLO
\$\$\$
💚🌈



W&P XL ICE CUBE
TRAY
\$
🌈



GOLDE
PURE MATCHA POWDER
\$\$
💚🌱



CUYANA
HEART CASE
\$\$\$\$
🌱🌈

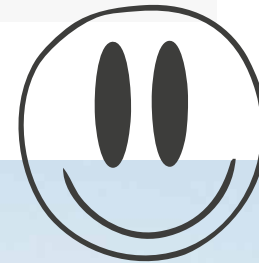
BOUNCE!



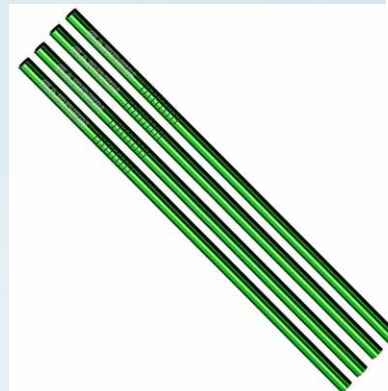
AMALFI
UMBRELLA
\$\$\$\$
🌈



BKR GRACE 500 ML
BOTTLE
\$\$
🌱🌈



OHOM SELF-PURIFYING
WATER BOTTLE WITH
CARRYING POUCH
\$\$\$\$
🌱🌈



STAINLESS STEEL
STRAWS
\$
🌱



MELIN
HYDRO CAP
\$\$\$
💚🌈



BALA 12"
POWER RING
\$\$\$
🌱🌈



BAGGU
PACKING CUBE SET
\$\$
🌱🌈



KATE SPADE NY
ICON TOTE
\$\$\$\$
🌱

“C’MON,
GET INTO
THE RETRO
GROOVE!”



- Tati, Brand Stylist Support Lead





**BROOKS BROTHERS
WOMEN'S COTTON PIQUE POLO**
\$\$
☀️



**GRAF LANTZ
NET MARKET TOTE**
\$
☀️



**TOPO DESIGNS
ROVER PACK CLASSIC**
\$\$\$
☀️



**KOBO PURE SOY
CANDLE**
\$\$
☀️



**HELLA TEA M.T. HAMMER
HERBAL TEA**
\$
☀️



**SWEETER CARDS
CUSTOMIZABLE CHOCOLATE
GREETING CARD**
\$
☀️



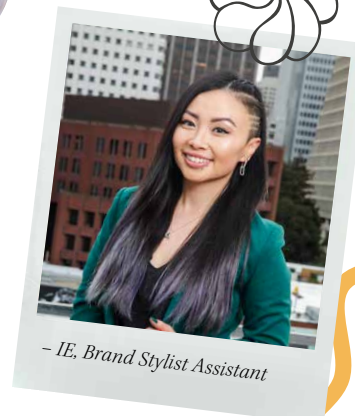
**DAY OWL
BACKPACK**
\$\$\$\$
☀️



**BKR TUTU
500 ML BOTTLE**
\$\$
☀️



**JBL PORTABLE
WATERPROOF SPEAKER**
\$\$\$
☀️



FLASHBACK

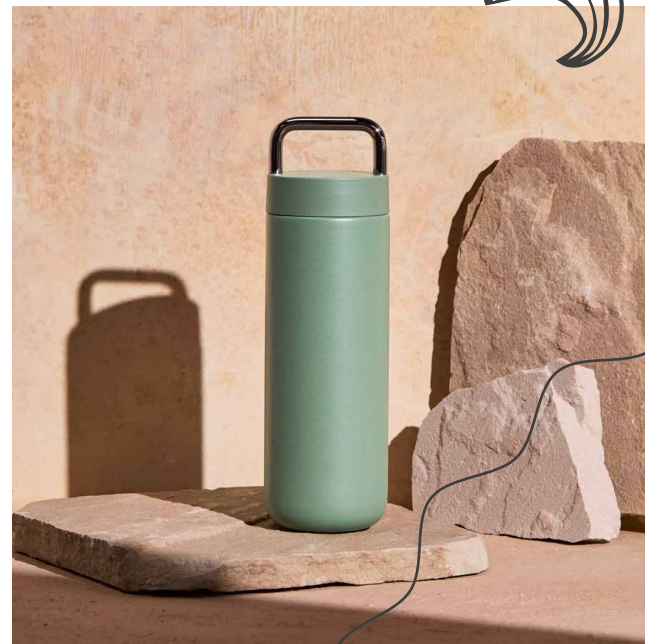


**NODPOD
SILK SLEEP MASK**
\$\$
☀️



**MATERIAL KITCHEN
SHEARS**
\$\$
☀️

GROOVY!



**FELLOW CARTER
20 OZ TUMBLER**
\$\$
☀️

**"DENIM-
ON-DENIM
IS HAVING
A MOMENT"**

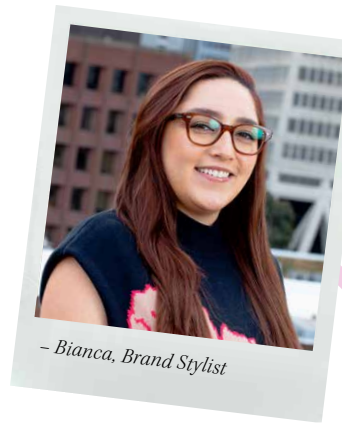
A brand that's
on trend is
effortlessly
charismatic



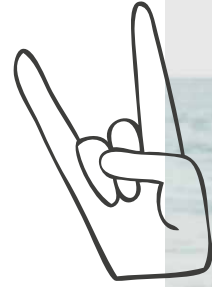
SS 24 | FLASHBACK



UNSUN EVERYDAY SUNSCREEN \$



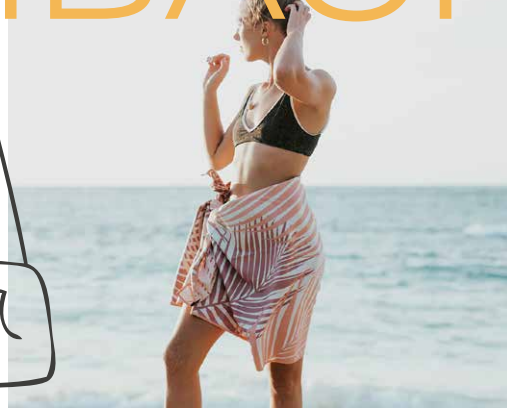
“CHANNEL YOUR TEENAGE ENERGY”



SLOWTIDE QUICK-DRY TOWEL \$\$



RAAKA PINK SEA SALT CHOCOLATE \$



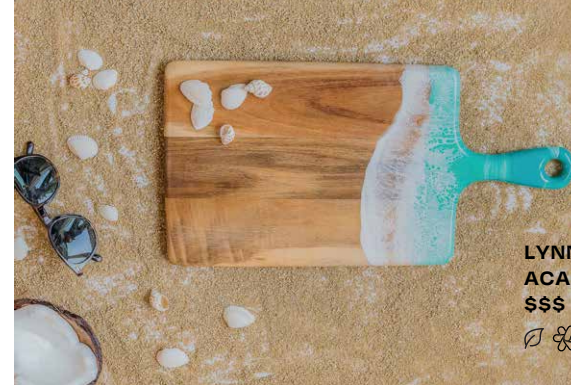
POKETO COLORBLOCK PEN SET \$\$



LE CHAT NAIL POLISH \$



GRAF LANTZ WOOL FELT BIN \$\$



LYNN & LIANA ACACIA CHEESE BOARD \$\$\$

MWAH!



MIDNIGHT KITCHEN ICE CREAM SCOOP \$\$



SUN PROTECTION KIT \$



WELD MFG SOCKS \$



HEXA CUSTOM PUFFER BAG \$\$\$



WELD MFG FIELD TRIP HAT \$

PORT AUTHORITY SHORT BRIM BUCKET HAT \$



RAY-BAN AVIATOR SUNGLASSES \$\$\$\$





CHIMI AVIATOR
SUNGLASSES
\$\$\$\$
♡ 🌈



NOMADIX
FANNY PACK
\$\$
🌿 ♡ 🌈

PORT AUTHORITY
WOMEN'S DENIM JACKET
\$\$
🌿



OFFICE OUTFITTER
NEW HIRE KIT
\$\$



MATERIAL KITCHEN
HALF-GLASS (SET OF 4)
\$\$
🌿 ♡ 🌈

SMILE!



EPIC EVERYDAY
OMBRE WOMEN'S HOODIE
\$\$
🌿 🌈



BLENDIT 24 OZ
PORTABLE BLENDER
\$\$
♡ 🌈



NOMADIX
TINY TOWEL
\$
🌿 ♡ 🌈



BREVITÉ
BELT BAG
\$\$
🌿 ♡ 🌈

PORT AUTHORITY
MEN'S DENIM JACKET
\$\$
🌿



HEATHMADE
RELAX SPRITZ
\$
🌿 ♡ 🌈



FLASHBACK



LYNN & LIANA
CHEESE ACCESSORY SET
\$
🌿



PEAK DESIGN
TECH POUCH
\$\$
♡ 🌈



BARONFIG
GROW DAILY
JOURNAL
\$\$



“OBSESSED
WITH LAYERS
OF FUN”



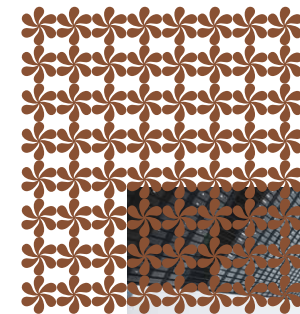
MERCER + METTLE
STRETCH POLO
\$
🌈



SS
24

BOSS

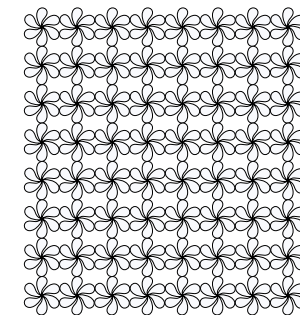
In an era where self-expression is dialed to the max, this Succession-inspired trend speaks volumes. Combining power colors and tailored styles, your brand authority will be undeniable.



CHARRED CLAY



NOBLE BLACK



LYNX WHITE



UNFUSSY BEIGE



**CONFIDENCE
SUCCESS
POLISH**



MATERIAL KITCHEN
FULL-GLASS (SET OF 4)
\$\$
🌱 ♡ ♻️



WOLVERINE
DUFFEL
\$\$
🌱 ♡ ♻️



BIO LEATHER
LUGGAGE TAG
\$
🌱 ♡ ♻️



S'WELL
SALAD BOWL KIT
\$\$
♡ 🌱 ♻️



CALPAK FAUX LEATHER
LAPTOP BACKPACK
\$\$\$
🌱 ♻️



BEIS
DOPP KIT
\$\$
🌱 ♻️



RHYTHM WATERPROOF
PORTABLE SPEAKER
\$\$
🌱

EMPOWERED!



“DON'T SHY
AWAY FROM
BEING THE
OFFICE
SIREN”

- Kaeli, Junior Brand Stylist



WILD ONE
DOG BOWL
\$
🌱 ♡ ♻️



BOUGIE BOTTLE
25OZ WATER BOTTLE
\$\$
🌱 ♻️



FELLOW CARTER
MOVE MUG
\$\$
🌱 ♻️



HOUSE OF MARLEY
WIRELESS TURNTABLE
\$\$\$\$
🌱 ♻️



THE CLUB
UMBRELLA
\$\$\$\$
🌱





MARSHALL
SPEAKER
\$\$\$\$
🌱🌈



WELD MFG
BUCKET HAT
\$
🌈



UNITED BY BLUE 32 OZ
INSULATED BOTTLE
\$\$
🌱🌈



WILD ONE
DOG COLLAR
\$\$
🌱🌈🌿



LARQ SELF-PURIFYING
WATER BOTTLE
\$\$
🌱🌈🌿



BRIST
NYLON CAP
\$
🌈



MATERIAL KITCHEN
GLASS PITCHER
\$\$\$
🌱🌈🌿

SS 24 | BOSS



TOPO DESIGNS
ROVER PACK CLASSIC
\$\$\$\$
🌱🌈



EKSTER LEATHER
SMART WALLET
\$\$\$
🌈



ANKER NOISE CANCELING
HEADPHONES
\$\$\$



MERCER + METTLE
HANDLED BACKPACK
\$\$
🌈



BOUGIE BOTTLE
ADJUSTABLE SLING
\$\$
🌱🌈



SUNRAY RECYCLED
& UV-PROTECTING
SUNGLASSES
\$
🌱🌈



CALPAK LUKA
KEY POUCH
\$
🌿🌈

FEARLESS!

“CLIMB TO
THE TOP
AND NEVER
LOOK DOWN”



- Mena, Senior Brand Stylist



SET IN STONE
WIRELESS CHARGING PAD
\$\$

Embrace
your brand's
inner badass!



SS 24 | BOSS



OSAKA BENTO BOX
\$\$

FELLOW CLYDE TEAPOT
\$\$\$

FELLOW CARTER MOVE MUG
\$\$



- Mary, Sales Administrator

“SASHAY INTO THE BOARDROOM WITH PANACHE”



TROUBADOUR ORBIS LAPTOP BAG
\$\$\$\$



OHOM SIO DOUBLE-WALL GLASSES (SET OF 4)
\$\$



TRAVISMATHEW CHECKED SPINNER BAG
\$\$\$\$



TILE SLIM WITH WALLET HOLDER
\$\$\$



MIIR FRENCH PRESS
\$\$\$



MIIR 32 OZ CAMP CUP
\$\$\$



MEMOBOTTLE 450 ML SLIM
\$\$



TROUBADOUR FEATHERWEIGHT TOTE
\$\$\$



IN THE MAKE 20 OZ WATERBOTTLE
\$\$



QUINCE PACKING CUBES
\$\$



JEFF WAN LEATHER AIRPOD CASE
\$\$

YES!



KARST STONE PAPER NOTEPAD
\$\$



MAGCUBE PRO POWERBANK
\$\$\$



SOMA GLASS PITCHER WITH FILTER
\$\$
♡ ☺



SPORT TEK UV-PROTECTING SLEEVE HOODIE
\$
☺ ♡ ☺



PORT AUTHORITY LADIES LONGSLEEVE UV DAYBREAK SHIRT
\$\$
☺ ☺

BOLD!



PARAVEL AVIATOR CARRY-ON BAG
\$\$\$\$
☺ ☺ ☺



SIMPLY LEATHER REFILLABLE JOURNAL
\$\$
☺ ♡ ☺



PYRAMID RECHARGEABLE LAMP
\$\$

SIMPLY LEATHER DESK PAD SET
\$\$
☺ ♡ ☺



MAVERICK & CO. LEATHER BRIEFCASE
\$\$\$\$
☺ ☺



ADRIAN 40 OZ TUMBLER
\$\$
☺



BEHOME GLASS CANDLE
\$\$



TOPO DESIGNS MINI QUICK PACK
\$\$
☺ ♡ ☺

“WHO SAID PINSTripES HAVE TO BE SUITS?”



- Lisa, Brand Stylist Manager

SS 24 | BOSS



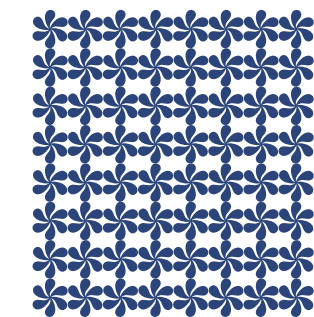
BEIS SPORT PACK
\$\$
☺ ☺ ☺



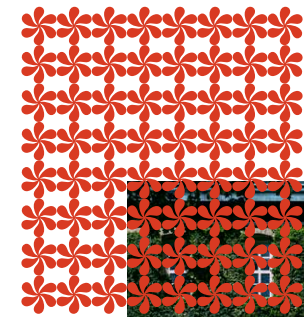
B-LINE SPIRAL JOURNAL
\$
☺ ☺ ☺

SS 24 | PREPSTER

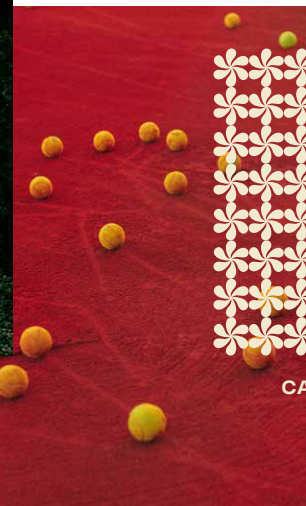
From lawn games to blue-blazered picnics, the country club classics are back with a modern flair. While it's a regal brand look, be sure to muss it up a little!



SODALITE BLUE



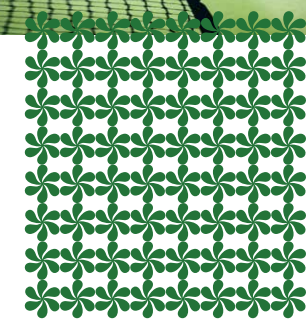
RACKHAM RED



CANDLE WAX



**SPORTY
TIMELESS
CRISP**



TURF GREEN



24 | PREPSTER



RHONE
SPORT POLO
\$\$\$
🌱



THE NEW YORK TIMES
Wirecutter
TROUBADOUR
APEX BACKPACK 3.0
\$\$\$\$
🌱



CUISINART 4-PIECE
GRILL TOOL SET
\$\$
🌱



WELD MFG
HEMP SLACKER BEANIE
\$
🌱

SPORT-TEK INSULATED
VARSITY JACKET
\$\$
🌱



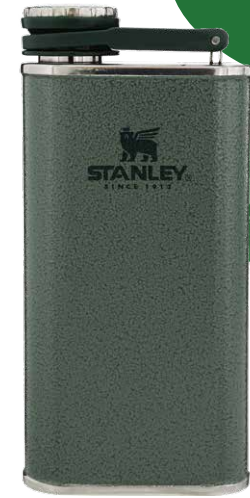
METALLIC RECYCLED
ALUMINUM PEN
\$
🌱



NOMADIX
BANANA LEAF TOWEL
\$\$
🌱



ONIVA
COOLER TOTE
\$\$
🌱



STANLEY
32 OZ WIDE-MOUTH FLASK
\$\$
🌱



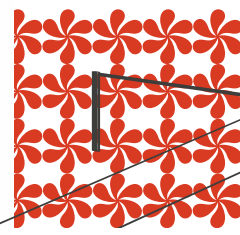
FOSSA HENLEY
LADIES SHIRT
\$\$
🌱



SLOWTIDE TURKISH
COTTON TOWEL
\$\$
🌱



RECESS PICKLEBALL
PADDLE
\$\$\$
🌱



SPORT-TEK
HALFTIME HOODIE
\$
🌱



PARAVEL CABANA
VALET TRAY
\$\$
🌱

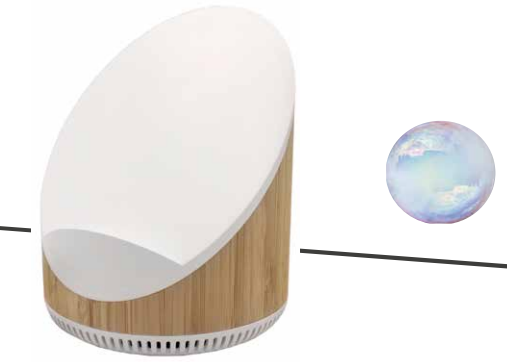


SLAP WRAP
DRINK KOOZIE
\$
🌱



“GRAB YOUR
RACKET
AND BOMBER”

- Ashley, Brand Stylist Assistant



WIRELESS CHARGER AND BLUETOOTH SPEAKER
\$\$



PARAVEL CABANA MEDIUM TOTE
\$\$\$\$



BIG BLANKET CO BEACH BLANKET
\$\$\$\$



LUX & NYX WRISTLET WALLET
\$\$\$



LE BON SHOPPE VARSITY SOCKS
\$



BOARDWALK PICNIC BASKET
\$\$\$



VARLEY SLIM JOGGER
\$\$\$



IGLOO 28 QT ROLLER COOLER
\$\$\$

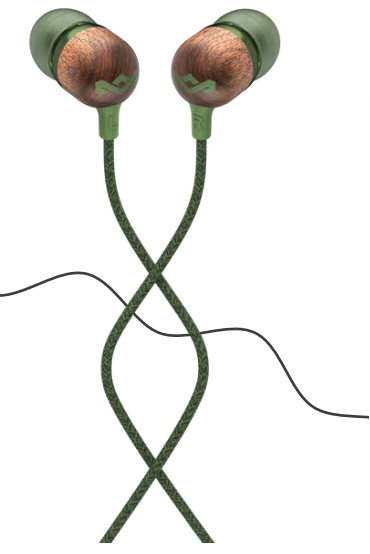


CUISINART OUTDOOR PIZZA OVEN
\$\$\$\$

CLASSIC



BAMBOO PHONE AND TABLET STAND
\$



HOUSE OF MARLEY IN-EAR HEADPHONES
\$



LUX & NYX ORIGAMI BAG
\$\$\$



CLEER NOISE CANCELLING HEADPHONES
\$\$\$\$

"IT'S OH-SO KATE MIDDLETON"



- Kaeli, Junior Brand Stylist



KARST STONE PAPER NOTEBOOK
\$

Get
your
brand
to the top
of its class



24 | PREPSTER



FLIP & TUMBLE FOLDABLE BACKPACK
\$\$
🌱🌈



APPOINTED ARTIST SKETCH PAD
\$
🌱🌈



SACKLOTH & ASHES SUMMER BLANKET
\$\$\$
🌱🌱🌱🌈



MERCER + METTLE DUFFEL BAG
\$\$
🌈



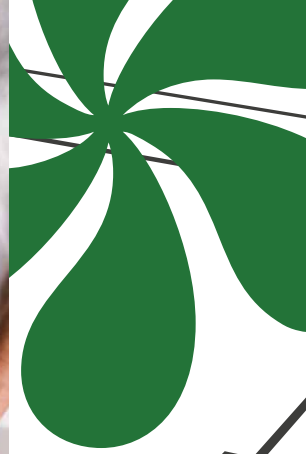
SAMSONITE WEEKENDER BAG
\$\$\$\$
🌱🌱



BREVITÈ BACKPACK
\$\$\$
🌱🌱🌱🌈



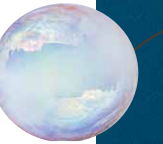
VINGLACE WINE CHILLER
\$\$\$
🌱🌱🌈



SOCK CLUB CUSTOM SOCKS
\$
🌈



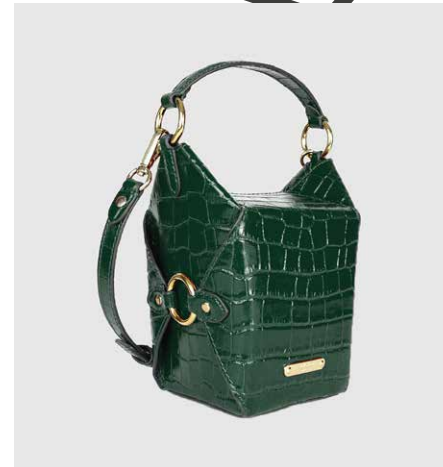
TOTES 60" RECYCLED UMBRELLA
\$\$
🌱🌱🌈



- Melissa, Brand Services Director

"THIS IS ABOUT ALLURING CONFIDENCE"

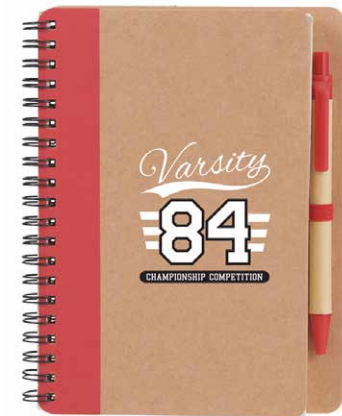
HELLO!



JEFF WAN LUNCH BOX BAG
\$\$\$\$
🌱🌈



SPORT-TEK LADIES REPEAT SKORT
\$
🌱🌈



ECO-FRIENDLY SPIRAL NOTEBOOK & PEN
\$
🌱🌱🌈



VOCHILL WINE CHILLERS
\$\$
🌱🌈



**NIXON
TIME TELLER WATCH**
\$\$\$
🌱

FRESH



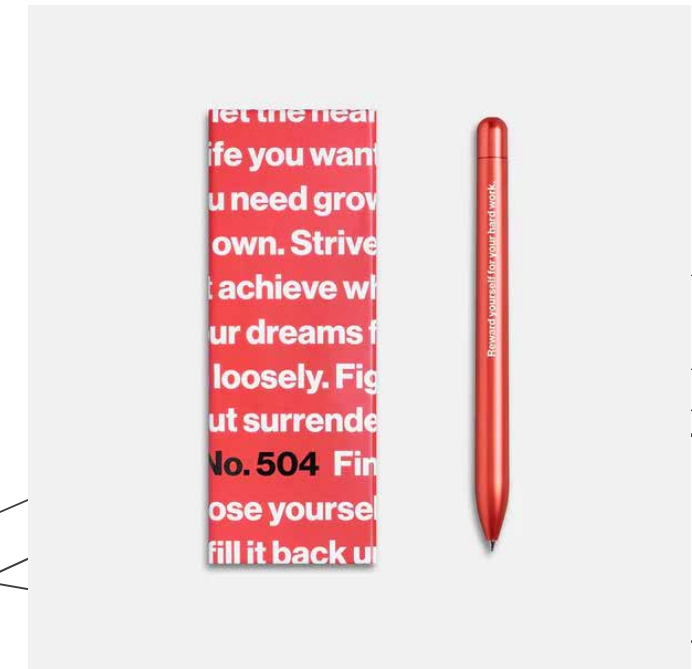
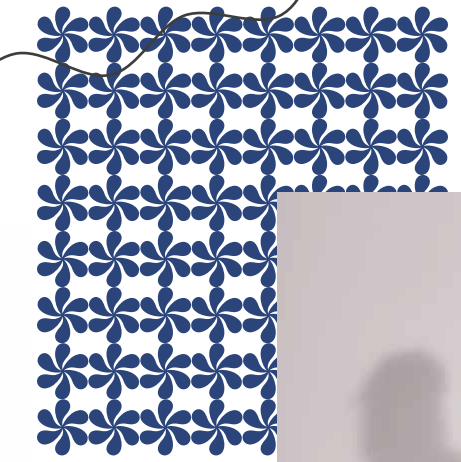
**SPORT-TEK LADIES
TRAVEL PANT**
\$\$
🌱❤️🌱



**ILIVE RETRO
WIRELESS SPEAKER**
\$\$\$
🌱



**DILLON
MUG**
\$
🌱



**BARONFIG
SQUIRE PEN**
\$\$



**VARLEY
CARDIGAN**
\$\$\$\$
🌱



**MESH
TOTE**
\$
🌱



**TROUBADOUR
VEGAN LEATHER
MESSENGER SLING**
\$\$
🌱

**“A MODERN
TWIST ON
OLD-SCHOOL
PREPPY”**



- Lisa, Brand Stylist Manager

SS 24 | PREPSTER



**SPORT-TEK LADIES
TRAVEL FULL-ZIP JACKET**
\$\$
🌱❤️🌱



**NEPTUNE RECYCLED
GROCERY TOTE**
\$
🌱❤️🌱



**MERCER + METTLE
CLAREMONT BACKPACK**
\$
🌱



**PORT AUTHORITY
LADIES UV MICRO-MESH
SLEEVELESS POLO**
\$
🌱❤️





SS 24 | BEACON

Subtlety was never more
standout than in this fiery,
fashion-forward trend.
With sophisticated color
palettes and looks that ooze
practicality, your brand will
capture instant street cred.



CASHEW

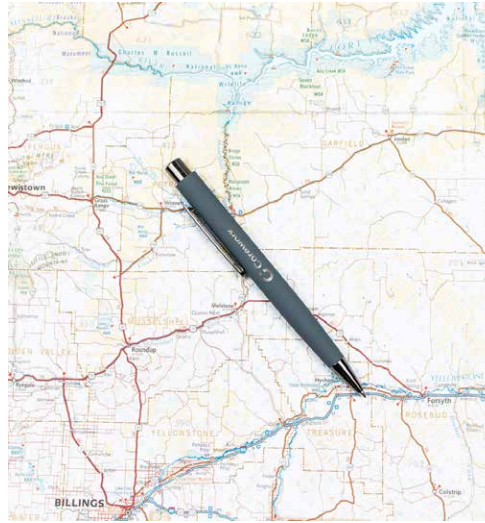
TOBIKO ORANGE

BURNT OCHRE

MONTECITO

UTILITY
RADIANCE
VERSATILITY

SS 24 | BEACON



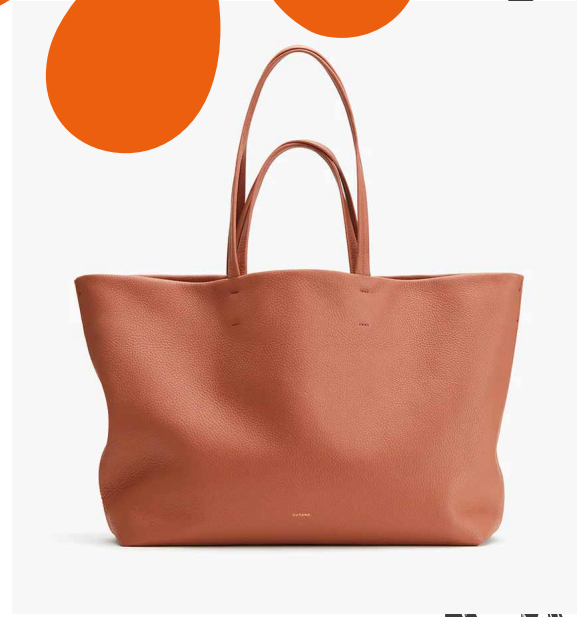
KASHMIRO COMFORT PEN
\$



WELD MFG HEMP SLACKER BEANIE
\$



H2GO REALM
\$



CUYANA TOTE
\$\$\$\$



SILICONE LUGGAGE TAG
\$



DAY OWL SLIM PRO BACKPACK
\$\$\$



HERITAGE SUPPLY LUNCH COOLER
\$\$



FELLOW CARTER COLD TUMBLER
\$\$

cool

“MAKE THIS MODERN, LUMINOUS CHIC YOUR GO-TO”



- Dominique, Junior Brand Stylist



MARINE LAYER TOTE
\$\$\$



CALPAK COMPACT ZIPPERED POUCH SET
\$



LARQ FILTERED WATER BOTTLE
\$\$

WOW!



RAINS RAIN JACKET
\$\$\$



KAMMOK SINGLE HAMMOCK
\$\$

yo!



CALPAK WATERBOTTLE HOLDER
\$\$
🌱🌿



MARINE LAYER RE-SPUN TEE
\$
🌱🌿



KASHWÉRE TRAVEL BLANKET
\$\$\$
🌱🌿



CRAIGHILL CORK PLANTER
\$\$
🌱

SS 24 | BEACON



PORT AUTHORITY POLY BUCKET HAT
\$
🌱🌿



S'WELL ORIGINAL 17 OZ WATER BOTTLE
\$\$
🌱🌿🌿



PORT AUTHORITY MATTE HIP PACK
\$
🌱🌿

PORT AUTHORITY MATTE SLING
\$
🌱🌿



PLUSH BEACH TOWEL
\$\$\$
🌱🌿

EDGE



BOUGIE BOTTLE WATER BOTTLE
\$\$
🌱🌿🌿



MATERIAL KITCHEN BPA-FREE CUTTING BOARD
\$\$
🌱🌿🌿



MERCER + METTLE HANDLED BACKPACK
\$\$
🌱

“TAKE THAT LEAP AND THE REST WILL FOLLOW”



- Mena, Senior Brand Stylist



SERENE AROMA DIFFUSER
\$\$



**Dare to be
different
and no one
will dare
look away**

SS 24 | BEACON



**SACKCLOTH & ASHES
BLANKET**
\$\$\$
🌿💕🌈



**FOSSA
MEN'S POLO**
\$\$
🌿🌸🌈



**KEEP ME
MARKET TOTE**
\$
🌿💕🌈

ZING!



**BAGGU
CRESCENT BAG**
\$\$
🌿🌸🌈



**OWALA
FREE SIP**
\$\$
🌿💕🌈



**TERRATONE
HEADPHONES**
\$\$
🌿



**KOBO CANDLE
WOODBLOCK COLLECTION**
\$\$
🌿

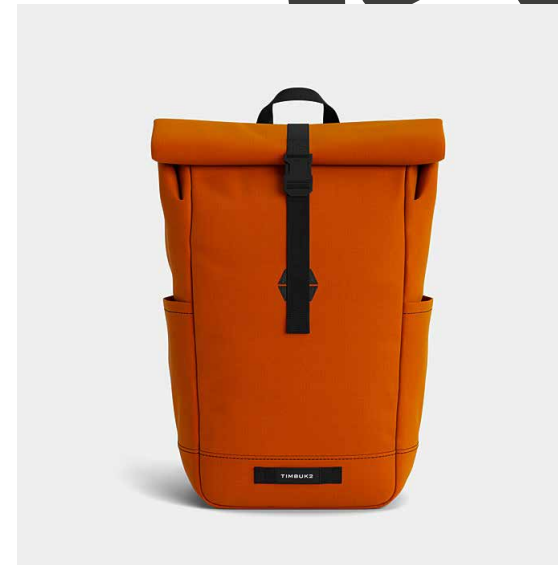


**TRAVIS & WELLS
RECYCLED PADFOLIO**
\$\$
🌿🌈



**SIERRA NOTEBOOKS
AND JOTTERS**
\$
🌿💕🌈

**QUINCE
LINEN SCARF**
\$
🌿🌸🌈



**TIMBUK2
TUCK BACKPACK**
\$\$\$\$
🌿💕🌈



**KOR WATER 25 OZ
WATER BOTTLE**
\$\$
🌿💕🌈



- Melissa, Brand Services Director

**"COMBINING
FUNCTION
AND FASHION
IS FIRE!"**





NEW ERA HERITAGE FLEECE FULL-ZIP HOODIE
\$\$
🌱❤️🌈



MATERIAL KITCHEN 8" KNIFE
\$
🌱❤️🌈



PORT AUTHORITY CARRY-ALL TOTE
\$
🌱🌈



BEAST MINI BLENDER
\$\$\$
🌱🌈



SWEETER CARDS CUSTOMIZABLE CHOCOLATE GREETING CARD
\$
🌱🌈



WILD

SS 24 | BEACON



DISTRICT FLEECE HOODIE
\$\$
🌱🌈

Very Jay



TRAVISMATTHEW DURATION DUFFEL
\$\$
❤️🌈

PRACTICAL!



CADENCE TRAVEL CAPSULES (SET OF 3)
\$\$
🌱🌈



SPECTOR & CO. BBQ SET
\$\$
🌈



KELTY CAMPING CHAIR
\$\$\$
🌱🌈



PORT AUTHORITY MATTE BACKPAK
\$
🌱🌈



SOCKS THAT PROTECT CHEETAHS
\$
🌱❤️🌈



“DO THE QUIET LUXURY TREND OUT LOUD”



- Tati, Brand Stylist Support Lead



VARLEY QUILTED SLIDES
\$\$\$
🌱🌈

The CreativeMC Difference

GLOBAL BRAND STYLING | SWAG FOR GOOD | EMPLOYEE OWNERSHIP

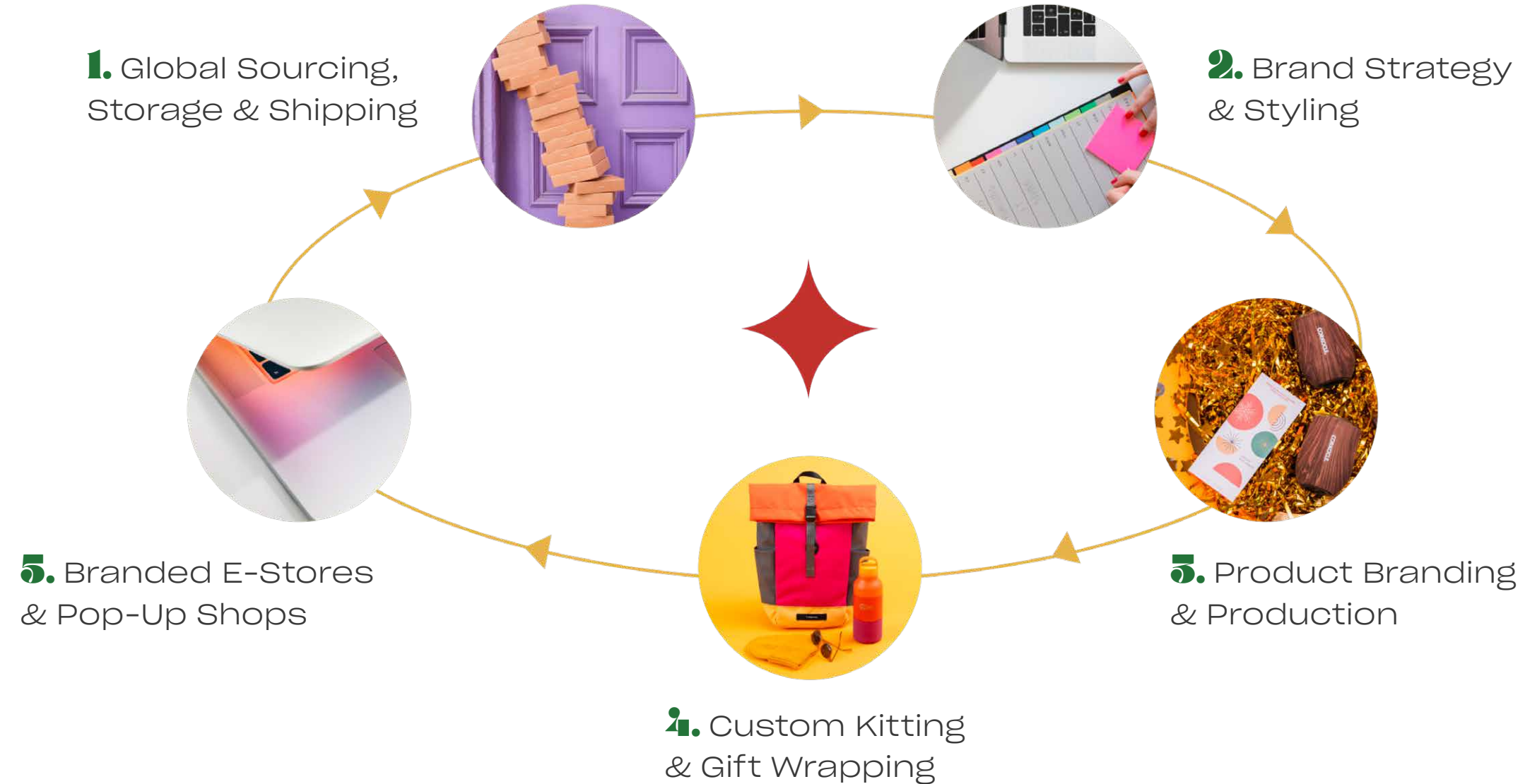
EMPLOYEE OWNERSHIP

100% employee-owned as an ESOP (Employee Share Ownership Program), our culture is defined by our diversity: we are **68% female** and **71% 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.



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 SwagCycle.



CreativeMC is Platinum Certified through the Green Business Benchmark, 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.

We see you!

CREATIVE ♦ MC

CREATIVEMC.COM

415.941.4000

SAN FRANCISCO |

SACRAMENTO | PRAGUE