

A PENT-UP DESIRE TO GET AWAY @ AND LIVE IN THE MOMENT : HAS OFFICIALLY UNLEASHED A PLAYFUL ATTITUDE THIS SEASON-NOT TO MENTION A GLOBAL TRAVEL RUSH.

THE NEWEST SWAG IS OOZING JOYOUS DELIGHTS, FROM THE COLORS TO THE COMFY, CASUAL FEEL. SPRING/SUMMER 2022 IS A SEASON TO SMILE ABOUT.

ICON KEY



ECO-FRIENDLY

The product is beneficial or not harmful to the environment. Going green can be a win-win! You'll not only make a powerful. brand statement, but CreativeMC will also plant 10 trees for every eco-friendly product order. Help us help Earth.



GIVEBACK

The manufacturer contributes a portion of profits to social causes and/or is committed to ethically sourced materials. Shine a light on your brand values by making a positive impact with your swag choices. Employees and customers will show their brand love right back!



UNDERREPRESENTED

The brand is owned or led by a an executive from an underrepresented community, including BIPOC, AAPI, or women. We actively source and champion emerging and established brands from these amazing communities.



MORE COLORS AVAILABLE

The product shown is in a color that reflects this trend but is available in additional colors. Contact your Brand Stylist for details on color options and give the product your own brand vibe with a stunning decoration.

CREDITS

Lifestyle and in-studio photography by DOMINIK KUČERA and GABRIELA ZIMOVÁ at FOTÍME VĚCI in Prague, Czech Republic. All other photography courtesy of Unsplash.

06 BUBBLEGUM 16 ZEN 28 PSYCHEDELIC 42 FRESH 52 BRAND STYLING

54 PREMIUM GIFTING 56 SWAG FOR GOOD 58 DISTRIBUTION

BUBBLEGUM





This trend will leave you brimming with optimism, with its buttery-soft fabrics and versatile, warm colors. Mix them all up with wild abandon to reveal your brand's playful edge and embody

a wonderland of possibilities



DISTRICT® MEN'S FLEECE HOODIE

This pop of fun-colored fleece hoodie adds that extra "it" factor to any look.





FELLOW® ARTIST SERIES MUG

This custom design by artist
Melissa Koby blends watercolor
painting and digital illustration
and will remind your recipients
to enjoy the simple moments
without compromising the coffee
experience.





TILLAK COHO CAP

This everyday cap is breathable, quick-drying, and on trend, making it versatile for wearing in the office, on the daily commute, or at the gym.



SEASIDE TOTE

This fun neoprene tote starts off flat but then further expands to take things poolside, market side, or to the office.





BUCKET HAT

Bucket hats are back in style so add this 100% cotton piece to your swag collection to give your brand a seasonal refresh.





BUTTERSCOTCH SWEAT MATE

As seen in *The New York Times'* 2021 holiday gift guide, this washable, reusable wet bag has a sealed lining that won't leak and holds in all wetness and odors until it's dumped in the wash.





BARONFIG GROW DAILY JOURNAL

Kickstart a team's or organization's journaling practice with this journal that provides daily topic prompts.







CABANA STRIPE MICROFIBER **BEACH TOWEL**

Show off your brand's summer spirit at the beach or poolside with this fun microfiber beach towel.







GILDAN® TEE

This is a great pick for a classic, breathable branded tee.



FLEECE BLANKET

This fleece blanket will be a hit for warming up on those cool summer



KINTO DAY OFF **TUMBLER**

With great colors inpsired by a relaxed beach resort, this stainless steel and vacuuminsulated tumbler has a rounded handle that is comfortable for carrying around on walks or day trips.

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PORT & COMPANY® TIE-DYE HOODIE

Trendy and youthful, shop the tie-dye hoodie for a unique branded piece.



Light, foldable, portable, and very comfortable, this chair is a go-everywhere, sit-anywhere essential for camping, the beach, or outdoor event.

KELTY CAMP CHAIR



LE BON SHOPPE BOYFRIEND SOCKS

Your employees or customers will stay fly and warm all year long with these socks that pair

with any sneaker or slide.



W&P PORTER BAG

This 10 oz reusable bag is not only great for cooking, prepping, storing, or preserving food, it's also easy to clean.





MIIR® TUMBLER

This vacuum-insulated, stainless steel cup keeps drinks warm and cold, while the lid technology prevents spillage to make it easy to take beverages anywhere.

DOM







PUMA MEN'S WARM UP

This sleek and stylish quarterzip with UPF 40 sun protection will complete your brand look at a golf tournament or outdoor event.





PARAVEL FOLD-UP BACKPACK

This versatile backpack is ready for action at the gym, on a trip, or on a daily commute. It folds flat and zips into a barely-there pouch for space-saving storage.





SMASH CHOCOLATE WITH CHAMPAGNE BUBBLES

Work anniversaries, milestones, and sales records deserve a smashing gift! This chocolate and champagne set comes in a mailer box with a full color label and customizable mallet for easy smashing.



PACK-IT™ COMPRESSION CUBE

Featuring an antimicrobial treatment, this cube set is for people who want to travel light while maximizing packing space.



NOMADIX STRIPED TOWEL

Dry off, lay out, work out, or travel with this all-in-one towel that provides a great look and versatility.





Recycled polyester and colorlocking technology make this sleek, moisture-wicking tee stand out from the pack.

RECYCLED TEE





PORT AUTHORITY® UV SHIRT

Sun and moisture are no problem for this versatile, lightweight, highly breathable shirt. Its relaxed styling looks great for outdoor or indoor wear.



BATCH & BODEGA SCOOPS AND SPRINKLES

The most delicious at-home ice cream creations! Incorporate your branding to celebrate birthdays, work milestones, and more.





SAMI LUNCH COOLER BAG

This snack or lunch cooler features recycled, laminated, nonwoven material with a fashionably subtle fleck detail.





STONEWARE MUG

This classic yet sleek mug features a matte exterior and gloss interior for maximum brand impact.

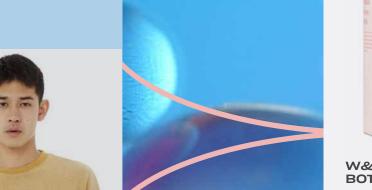




BELLA + CANVAS UNISEX SWEATSHIRT

This is not only a fashion-forward statement piece, but also a cozy staple.





W&P WIDE-MOUTH BOTTLE

This leakproof, wide-mouthed bottle is ideal for smoothies, cold brews, or any other beverage on the go or at the office.





W&P PORTER LUNCH BOWL

This bowl offers a stylish and eco-friendly way to bring lunch to the office.





VUORI MEN'S PONTO PERFORMANCE CREW

This lightweight crewneck is perfect for layering up, with its quick-drying, moisture-wicking, buttery-soft fabric.





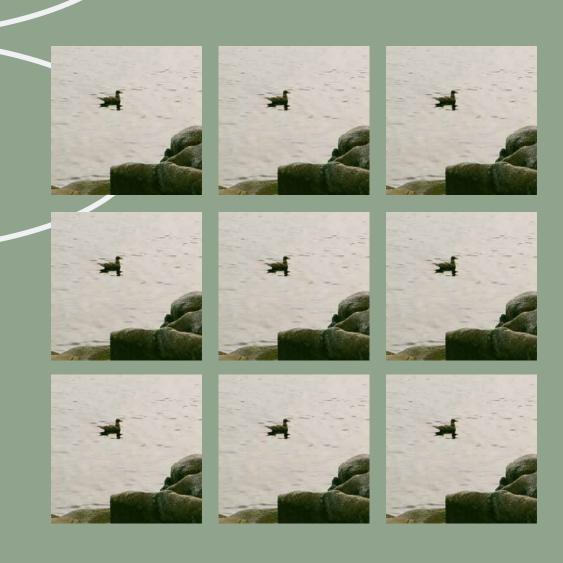
GILDAN® PULLOVER HOODIE

Soft to touch with ring-spun cotton fabric, this hoodie is comfortable and will fit right in at the office or an event.





ZEN ZEN ZEN







MARINE LAYER WOMEN'S HOODIE

This absurdly soft hoodie





DISTRICT® V.I.T.™ FLEECE JOGGER

These soft joggers are everything and more, with both a stylish look and a comfortable feel.







BARONFIG **TOOL CUP**

Keep a clean, organized desk by fitting all the essentials in this modern tool cup.





PAPERZEN PERFECT BOUND **JOURNAL**

This easy-to-use, everyday notebook is handy for going through daily tasks or taking meeting notes.





MARINE LAYER LINED BLANKET

Get all the feels with this extremely soft, lovable blanket!



Any beverage of choice will stay hot or cold in this double-wall stainless steel thermal bottle with copper vacuum insulation.

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FLIP & TUMBLE BACKPACK

This retro-style backpack completes any adventure. This foldable design has a built-in pouch for easy portability.

LE BON SHOPPE GIRLFRIEND SOCKS

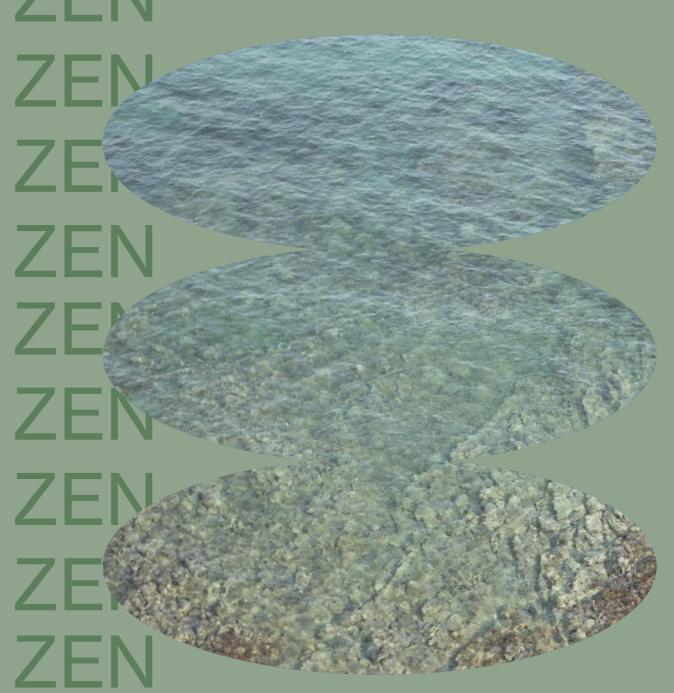
These crew socks make a statement when paired with some go-to sneakers or sandals for a cozier look.

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NIKE® DRAWSTRING BACKPACK

This bag delivers on the promise of grab and go, with a lightweight design, open top, and drawstring closure.





BALLPOINT PEN

This brass, twist-action pen performs with precision and durability.





BRUMATE HOPSULATOR TRIO, 3-IN-1 CAN-COOLER

This versatile cooler fits 16 oz craft cans, has a freezable adapter for 12 oz cans, and can turn into a 16 oz pint glass. Cheers!







MEN'S RAINSHELL

This fully seam-sealed jacket

features a three-panel locking

flap and reinforced waterproof

zipper.

A

drawstring hood, an interior storm

MERCER + METTLE™ WOMEN'S RAINSHELL

This high style and highperformance jacket for ladies has a functional design and is water repellent, making it easy to trek through any storm.









MERCER+METTLE™ JACKET

Dress it up or dress it down for the office. Being able to get the laid-back look of a sweatshirt or a sophisticated button-down makes this piece versatile.





PAPERZEN SLIM WALLET

This durable, lightweight, and washable wallet keeps it simple while still making a statement.





NIKE® BACKPACK

This versatile backpack delivers brand cred as a conference registration gift, commuter pack, or gym bag.







ALLMADE® UNISEX TANK

This extra soft and sustainable unisex tank is made of six recycled plastic water bottles, making an impact in the office and in the world.





CONTIGO ASHLAND CHILL 2.0

This double-wall stainless steel design with an autospout threaded lid and straw makes the perfect everyday water bottle.





VUORI WOMEN'S PERFORMANCE JOGGER





BARONFIG DESK ORGANIZER

Arrange and elevate any workspace with this simple yet sleek desk organizer.



CHORE FLEECE PULLOVER HOODIE

This durable heavy-weight hoodie is made to last and gets the job done.





backpack with sturdy functionality is perfect for the everyday commuter.





This smooth-to-touch



AMERICAN TRENCH MERINO **ACTIVITY SOCKS**

This wool sock is designed to power through any activity, making it durable, reliable, and comfortable.





BARONFIG SQUIRE BALLPOINT PEN

Everyone wants to have a good pen on hand. This one is built with attention to detail so it's always ready for the ideas to flow.





NODPOD® BODY

This weighted blanket is the ultimate creature comfort, easing overactive minds as well as stress and anxiety.





SNOOZ TRAVEL WHITE NOISE MACHINE

No one will lose sleep on the go with this portable white noise machine with built-in Bluetooth. They'll catch the snoozes without any hassles.



TRAVIS MATTHEW COLD BAY VEST

This quilted lightweight puffer vest is the best first defense against chilly weather, while also looking sleek and modern.



ON THE DAILY

This daily kit has all the essentials to keep employees or prospects on the grind and getting it all done.



OSPREY® 2 LITER HYDRAULICS RESERVOIR

This 2-liter hydration reservoir is ideal for large-volume packs and long-duration activities loved by ambitious outdoor adventurers.



OGIO® LADIES AND MEN'S LONG-SLEEVE SHIRTS

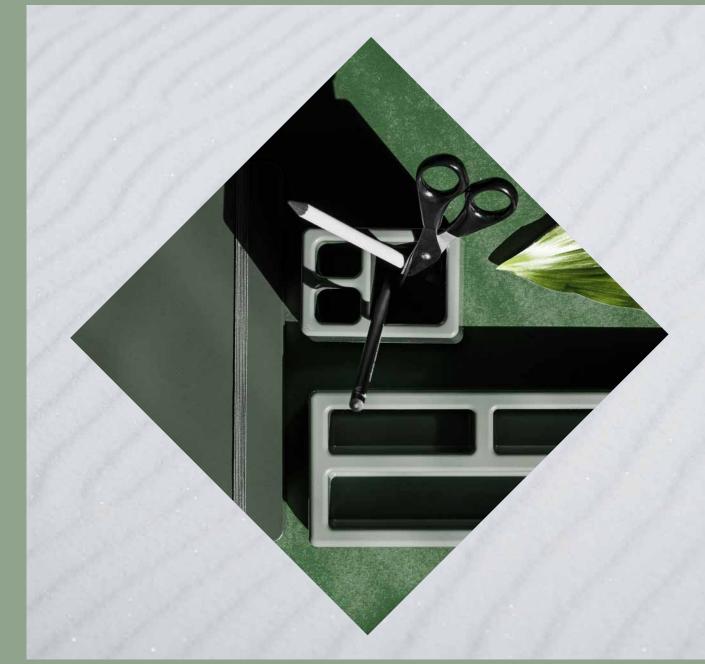
Cozy but refined, this look is elevated enough for the office while also being perfect for travel.

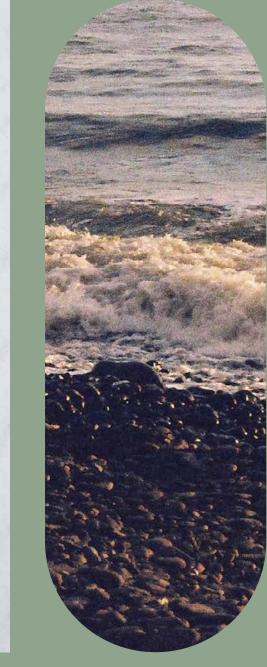


VUORI WOMEN'S SUNRISE HIGH NECK TANK

This performance tank works both in the studio and on the street with a moisture-wicking stretch rib knit that moves with every move.















PORT AUTHORITY® QUARTER-ZIP

Made from recycled polyester, this quarter-zip is also carbon neutral as part of the manufacturer's carbon offset program. The fabric is snagproof and moisture-wicking.





PORT AUTHORITY® BUCKET HAT

This hat is not only oh-so on-trend this season, but it also has that all-important sun protection for all outdoo activities



PORT AUTHORITY® VENTILATED HAT

Whether there is an outdoor event or team bonding in the sun, this poly air mesh hat has UPF 30+ sun protection and a moisture-wicking sweatband to keep the day going.

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PORT AUTHORITY® ECO TRUCKER CAP

Trucker hats are on the trend charts and for good reason. Get with the look and feel like an all-star.

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RUSSELL ATHLETIC UNISEX QUARTER ZIP FLEECE

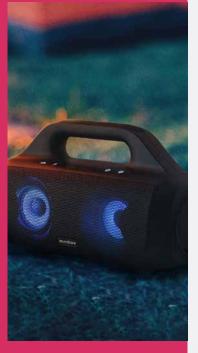
Made with sustainably sourced USA cotton, this unisex quarterzip fleece features moisturewicking technology.

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ANKER® BLUETOOTH SPEAKER

With 16 hours of playtime per charge, this portable speaker will be the hit of every party. The LEDs blink and dance to create a beat-driven light show.



BATH TOWEL

This soft, reversible, organic terry cloth bath towel will keep your brand top-of-mind at home or on the beach!





YOGA MAT

Tap into the wellness trend with a branded mat for yoga or home workouts. Pair it with hand weights or towel for a thoughtful gift set.



BATCH & BODEGA SUGAR RUSH

What a sweet surprise! This set includes toffee, sprinkles, and cotton candy-all imaginatively flavored and packaged for a sweet tooth utopia. The holographic foil box is customizable.



XOOPAR® BLUETOOTH SPEAKER

This speaker connects wirelessly up to thirty feet away while playing the best tunes or audio content. The wrist strap makes it easy to take on the go.



WONDERWINK® WOMEN'S **JOGGER PANT**

These joggers provide a modern fit with comfort. The leg comes with elastic cuffs and a half-back elastic waistband for maximum comfort.







BARREL DUFFLE

Made of recycled polyester, this multi-purpose duffel features an adjustable shoulder strap and hardware color-matched to the fabric for a totally on-brand look.





ZIPPER POUCHES

These popular pouches are designed to hold everything from pens and pencils to technology chargers and other miscellaneous cords and bits. The colors can be totally customized to your brand.





STEMLESS WINE

This stemless wine cup keeps any beverage cold for up to nine hours and hot for up to three hours. Show your brand's playful side with this sparkly, new color.









DAGNE DOVER CARRY-ALL

This travel buddy is perfect for any getaway and features a large interior with a recycled linking, as well as a shoe bag, zipper pockets, and other convenient compartments.





BELLA + CANVAS UNISEX TEE

This retail fit unisex tee has a flattering neckline with shoulder taping, making it a perfect fit in the office, at an event, or on the go.





SNACK COOLER SET

This insulated cooler bag with a handle and front pocket makes it easy to use with a snack stacker to keep all the nibbles organized.





FLIP & TUMBLE DRAWSTRING BACKPACK

Light as air and easily stashable, this bag compacts from backpack to ball. The drawstring cinch-cord keeps contents secure while the wider straps keep it comfy.

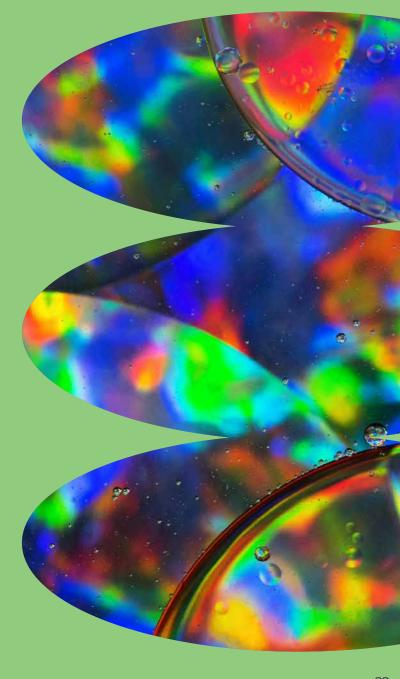




Your brand will hit the gym in style when it's decorating this bag. The convenient strap can hold yoga mats, towels, or coats.









DAY OWL THE MORE BAG

Shockingly durable and conveniently packable, this tote reimagines the reusable bag. It's roomy and comfortable and easily packed away.



CORKCICLE® CLASSIC CAN COOLER

This new and improved can cooler keeps beverages cooled three times longer. Its double-walled vacuum insulated stainless chiller easily locks in any can for minimal movement.

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FELTRO WINE CARRIER

This elegant wine carrier will wow your VIPs and elevate an event gifting experience.

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TUCANO LAPTOP SLEEVE

This stretchy, thick neoprene laptop sleeve provides excellent coverage against bumps and scratches and has an external pocket for accessories. Comes in a variety of sizes.





LEVI'S® MEN'S AND WOMEN'S TRUCKER JACKET

The denim look is back and hotter than ever! This classic jacket will give your brand a youthful edge.

PSYCHE PSYCHE



UNISEX OFFROAD CAP

Old school looks are now new school! These three-color offroad caps will showcase your brand's urban style swagger.



BELLA+CANVAS® UNISEX TEE

Made from soft fabrics, this unisex tee feels nice and breathable while still providing a flattering, retail look



hammock will bring zen whereve whenever. It's designed to prote trees wherever it's set up





HAPPY HOUR COCKTAIL KIT

Toast your customers' or employees' successes! This gift set provides all of the essentials with a fun twist, including snacks, mixers, a bottle, and tote.



MARINE LAYER REVERSIBLE PULLOVER

This reversible pullover has a crazy soft fabric that is warm and comfortable while still being stylish.





NOPOD® WEIGHTED EYE MASK

From one of the hottest, newer brands, this deep touch pressure weighted blanket for the eyes helps ease overactive minds and enhances a restful sleep.

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Give the earth your brand love with this reusable set which includes a collapsible metal straw, fork, spoon, and carrying case.



REUSABLE BOTTLE

This chic, lightweight, look-good, feel-good reusable bottle is great for people on the go. Its durable design is built to last and be spillproof.

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UTENSIL KIT



NEW ERA® TRUCKER CAP

Your brand will look cool and keep people cool in this adjustable cap with mesh panels for ventilation and a contrast front.



MEN'S ORGANIC COTTON HOODIE

This classic men's hoodie is made with Fairtrade certified 100% organic cotton for a cleaner, comfier wear.

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MEN'S DELTA PIQUE POLO

This versatile polo can be worn to an event, conference, work, or weekend leisure. Make the look completely your brand vibe.



OCEAN BOTTLE

This award-winning bottle not only keeps cold drinks cold and hot drinks hot, it's dishwasher safe. It's made of double-wall vacuum-insulated stainless steel and recycled materials.







SIX-PACK TOTE

Made of wetsuit material, this high-quality tote can fit up to six 12 oz beers ensuring the safety of everyone's favorite drinks! The neoprene is available in 60+ colors, metallics and camo designs.

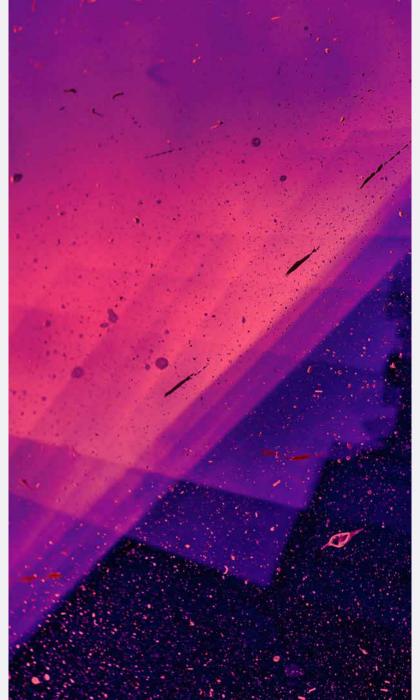




PET TRAVEL ROLL-UP MAT

Keep pets comfortable on outings or road trips with this durable fabric, giving them an at-home feel wherever they are.







MEN'S SPORT TEK SHORTS

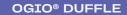
Made with closed-hole mesh for a sporty look, this short is tailored for today's athlete who demands comfort and performance.

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MESH COOLING TOWEL

This multipurpose mesh cooling towel will complement any corporate event. It offers quick cooling relief after strenuous workouts or heat exposure.



This duffle has a roomy interior that can store a change of clothes and shoes, making it the perfect workout bag!



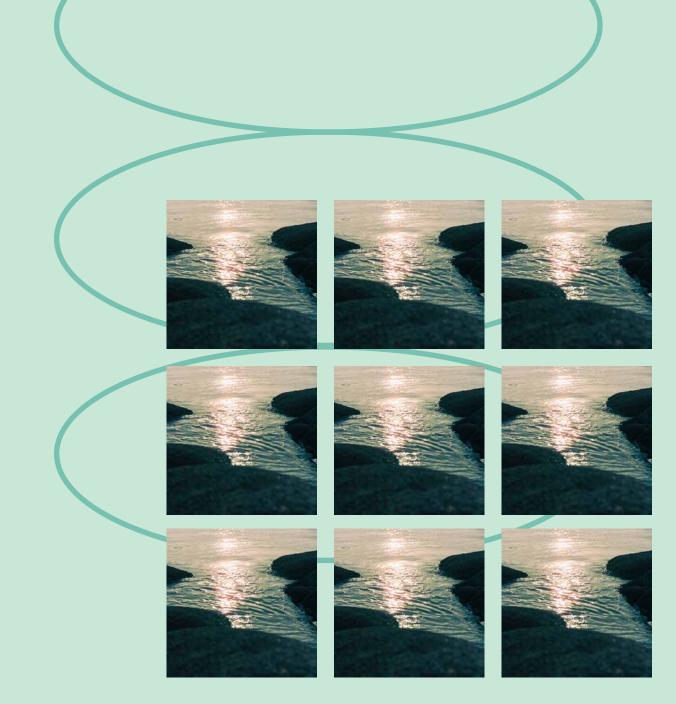


MINI EVERYDAY BACKPACK

Fully customizable, this vegan leather backpack can showcase your brand attitude and be a one-of-a-kind, quality employee gift or giveaway.

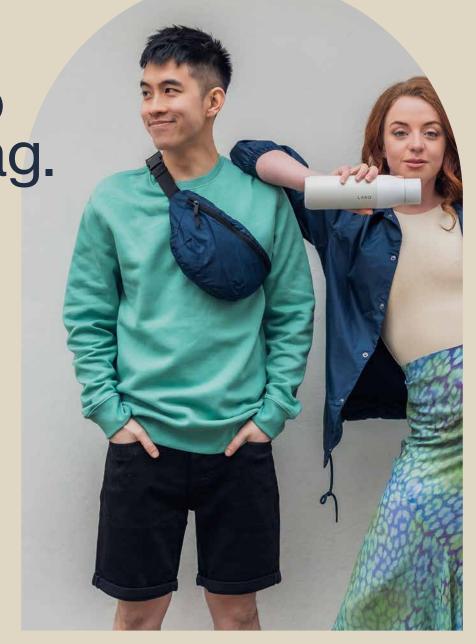


FRESH FRESH FRESH FRESH FRESH FRESH FRESH FRESH



Breathe life into your spring swag.

Making a splash on every 2022 fashion runway, minty green brings the freshness of life this season. Dial it up with shiny blacks or tone it down with earthy neutrals and either way, it's an intoxicating look.





BACKPACK

The sling bag is not only a trending look for 2022, this product also features recycled fabric and anti-microbial technology.

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DAY OWL CORD

POUCH

Keep cables and miscellaneous must-haves all in one nicely organized pouch that's made from recycled materials and helps create jobs around the world.

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ORIGAUDIO® WIRELESS SPEAKER

Literally a two-for-one, this speaker can be separated into two speakers for true surround sound. A silicone sleeve makes it easy to twist back together and take on the go.





LAPTOP STAND

This laptop or tablet stand offers the best possible angle while working or watching.



URBANISTA SOLAR-POWERED **HEADPHONES**

The first self-charging wireless headphones powered by solar cell material, this product converts all outdoor and indoor light into energy to deliver virtually infinite playing time.







CLIP BUDDIES



WIRELESS TAG

Through a companion app, this wireless tag ensures any device is never lost and can be found. It includes a vegan leather strap and round metal carabiner.



FOSSA APPAREL FLEECE JACKET

Exceptionally warm and lightweight, this fleece jacket contains recycled materials and emphasizes a utility-focused design while still looking trendy.

MERCER + METTLE™ **WOMEN'S CAMP BLOUSE**

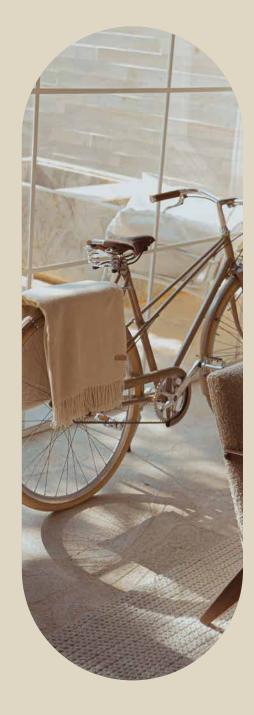
Taking a more refined approach to tailoring, this chic blouse offers movement and ease in a fine crepe fabric and soft fit.











FOLDABLE OUTDOOR WINE TABLE

This eco-friendly, bamboo, outdoor wine table is foldable and functional. The party can go anywhere!

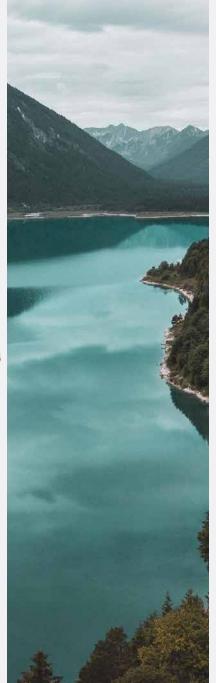
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DISTRICT® WOMEN'S FLEECE HOODIE

This stylish ladies' fleece hoodie comes in a variety of trendy, soft hues and delivers on both cozy feel and versatility.





MERCER + METTLE™ CONVERTIBLE TOTE

Tote meets backpack! With convertible straps, this contemporary bag adapts to ever-changing needs and includes a dedicated laptop sleeve and multiple storage areas.



APPRECIATION COOLER SET

This combo pack of yummy snacks and a cooler to keep them fresh delivers the one-two punch.



KANATA BLANKET BIEDERLACK THROW

These beautifully crafted blanke will add an elegant touch to any home or office.



ARTESIA UTENSIL SET

This eco-friendly utensil set is durable and easy to take along for meals on the go. Pair it with a sustainable food storage product to create a perfect gift set.





BALI BAMBOO GLASS BOTTLE

Elevate the drinking experience with this 25 oz mixed glass and bamboo bottle featuring extrathick borosilicate glass that creates a clean, odor-free taste.



BATCH & BODEGA SPEAKEASY

This customizable box set delivers delicious decadence to VIPs.
The classy, matte black products include chocolate bourbon cookies, salty caramels, infused ice cubes, a pack of mixers, and a luxe flask.



MERCER + METTLE™ WOMEN'S QUILTED JACKET

With reliable warmth and durable water-repellency in a lightweight package, this trendy bomber jacket is made for night-to-day wear.





RAINS WASH BAG

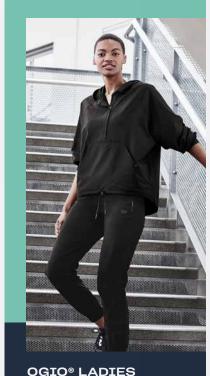
This simple wash bag has a minimal design to store essential toiletries. It's engineered to be durable with a smooth feel.





GLIMMER GIFT SET

Stunning by design and luxurious to the eye, this hand-poured, laser-engraved candle makes a statement.



ANORAK

Sleek, modern and built for movement, this water-repellent look easily works from home to the office to everywhere inbetween.



FARMERS MARKET TOTE BAG

Bring this light and packable 100% cotton tote to the farmer's market, park, or shopping day out. Its simple design is simply lovely.







MERCER + METTLE™ WEEKENDER DUFFLE

Minimalist design for maximum appeal, this adjustable and spacious interior is made for onthe-clock and off-duty wear.



PORT AUTHORITY® STAFF POLO

Designed to perform with moisture-wicking technology, this polo has a professional edge for the office, trade show, or a conference.



MELROSE PLACE FLEECE JOGGERS

Where street fashion meets comfort, these cozy joggers have an elevated look for universal appeal.

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RECYCLED JOURNAL

Make an impact with this office essential! It's made of recycled ocean plastic and waste collected from the coastlines of developing countries.



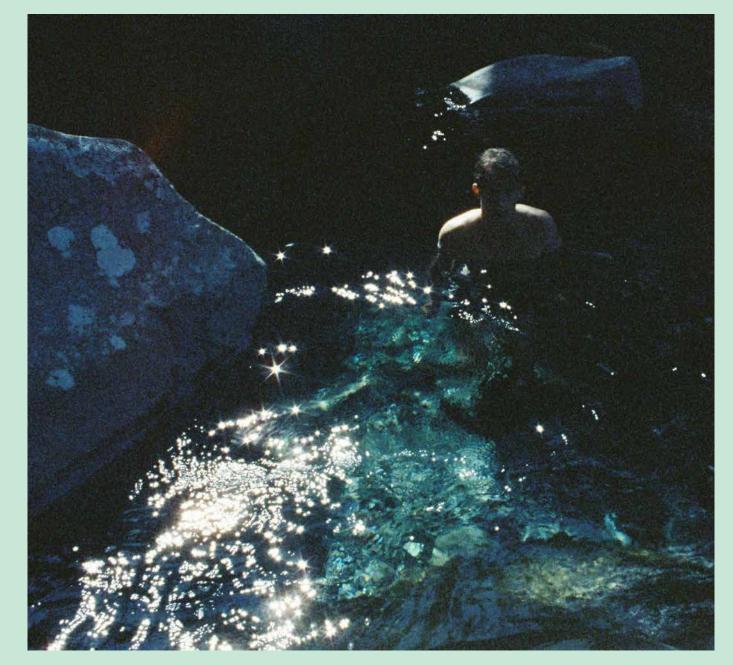
RAINS BUM BAG MINI

This versatile, waterproof bag is crafted with an adjustable webbing strap that can be worn over the shoulder, across the body, or at the waist.



WATERPROOF PICNIC BLANKET-IN-A-POUCH

This waterproof, fold-up blanket makes any excursion a comfortable day out, whether it





PORT **AUTHORITY®** SHOPPING TOTE

This classic, durable, 100% cotton twill bag can carry all the essentials for a conference bag, special event, or daily commute.





RHOMBUS LUXURY **WEEKENDER BAG**

This weekender duffle provides elegance and durability for taking on any memorable adventure.



SATSUMA BENTO **LUNCH BOX**

Take lunch to the office in style with this traditional yet fashionable container. It's microwave-safe, freezer-safe, and dishwasher-safe.





TRAVEL CHAIR

Made with recycled fabric, this practical travel stool offers a break on any adventure. It's durable, comfortable, and weighs less than two pounds.





BELLA + **CANVAS UNISEX SWEATSHIRT**

This soft crewneck can be dressed up or down, making it an essential for any closet!





PILLOW

The cute bear converts into a neck travel pillow and keeps the pillow concealed and clean while traveling.





HYPERGEAR 3-IN-1 WIRELESS **CHARGING DOCK**

Tired of cable clutter? This all-in-one wireless solution is a functional yet sleek desktop accessory.

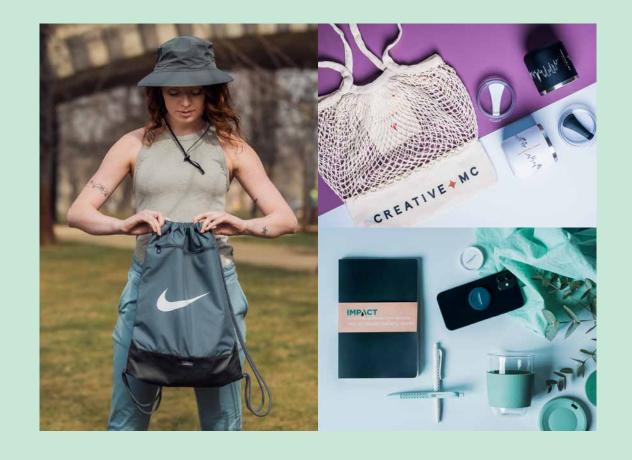


This hefty fleece has a grittier, textured hand—plus it's crafted with durability to stand the test of time.









Create your best brand moments

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 - many hired from fashion and retail industries - designs every swag project to create brand-defining moments to propel your resonance and impact.



CREATIVE VISION



PREMIUM SOURCING



BESPOKE PRODUCTS



GLOBAL REACH



Premium gifting made easy























DOGO RUSE

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Making a difference for people and our planet



SUSTAINABILITY

Reduce, reuse and recycle. Sustainable swag is sweeping the industry and we've built extensive relationships with the best suppliers. For every client order of an ecofriendly product, we'll plant 10 trees through our partnership with One Tree Planted.



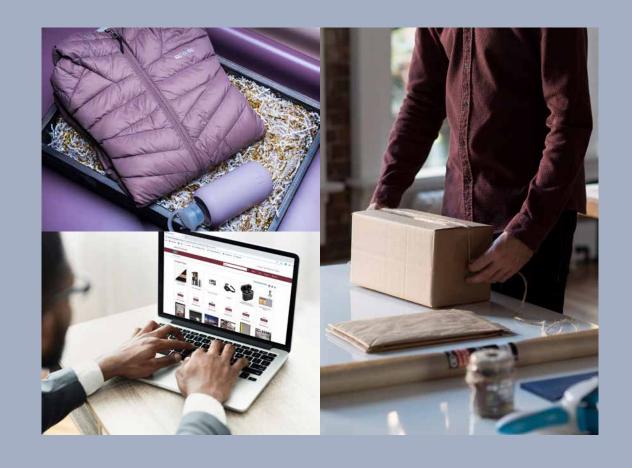
SOCIAL GOOD

Show your company's soulful side by making merch that matters. From retail brands that contribute a portion of revenues to charities and social impact causes, to ethically sourced materials, your swag can help others.



UNDERREPRESENTED

As an employee-owned company that's 70% female and 47% people of color, diversity is who we are-not an initiative. We proudly source and champion a portfolio of quality brands led by people of underrepresented communities, including BIPOC, AAPI, and women.



Designed to impress, delivered drama free

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.

Our extensive online store offering means your team can order 24/7 on demand and your recipients can easily and securely claim gifts for an event or conference. Our virtual company store platform can be tailored to your requirements, including multiple store views to support different programs and key initiatives. Ask our team for a demo!

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