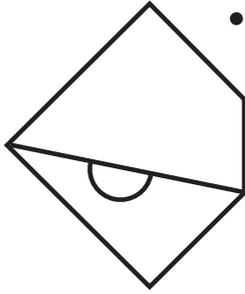


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# THE SEASONAL MARKET **TREND REPORT**

2019



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TREND REPORT // THE SEASONAL MARKET

SEASONAL DESIGNS,  
HOLIDAYS AND ANNUAL  
EVENTS ARE FUN  
THEMES TO CONVERT  
ONTO A PRODUCT LINE.  
FALL, WINTER, SPRING  
AND SUMMER ALL HAVE  
A DIFFERENT VIBE.

#### **CHANGE OF SEASON**

Especially in kids fashion, accessories and lifestyle certain holidays and events influence the demand. Some colours are hard to sell in winter, some themes are only suitable for summer. With the end of summer colours are more toned down, less saturated and warm: typical fall colours. The winter brings darker shades and cold tones, crisp designs with sharper edges and more simplicity. And with spring the colours get fresh and bright, the shapes bigger and the contrasts bolder. With a climax in summer. With warm bright colors and fun tropical themes.

#### **MOST CELEBRATED HOLIDAYS AND EVENTS**

All over the world every countries celebrate national holidays. Some religious, some local, some global, some we don't even know the meaning of and some are just ridiculous but fun: world zombie day? Most holidays are celebrated nation wide, but there are a few that are celebrated in large parts of the world. Religious holidays have a big reach and some American holidays are commercialized and popping up in more and more countries each year. Acknowledging these days by adding them into marketing and social media outreach is easy and fruitful. Some themes are suitable for holidays all over the world, it is an easy way of extra exposure for your brand.

There are also some interesting global festivities and events. Adding seasonal themes or working around those holidays and events with specific colors could benefit sales. Here is a short list of most popular holidays celebrated all over the globe.

**(CHINESE) NEW YEAR // CHRISTMAS // EASTER // EID AL-FITR // DIWALI // VALENTINE'S DAY // ST PATRICK'S DAY // HALLOWEEN // OKTOBERFEST // CARNIVAL RIO DE JANEIRO // MOTHER'S DAY // FATHER'S DAY // THANKSGIVING**