2026 Trend & Style GUIDE

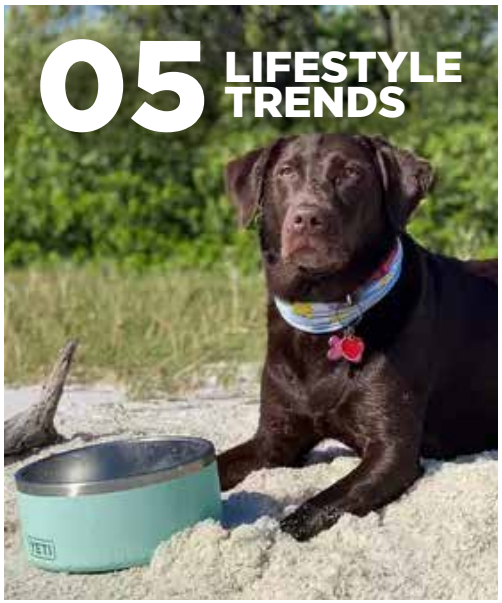
BRANDFUSION

01 COLOR OF THE YEAR
VINTAGE
COWBOY
WINERY

02 TRENDING COLORS

03 ECO FRIENDLY
ROMA
MARINE
CAFE
Fresh Organic

04 TECH PRODUCTS


05 LIFESTYLE TRENDS
YETI

06 CUSTOM BRANDING
ZAVADIL
81
EST 1981

07 PACKAGING & PRINTING
Too Much Fruit?
Feed Your Community!
PRODUCE GOOD

08 HOME DECOR

09 MADE IN USA

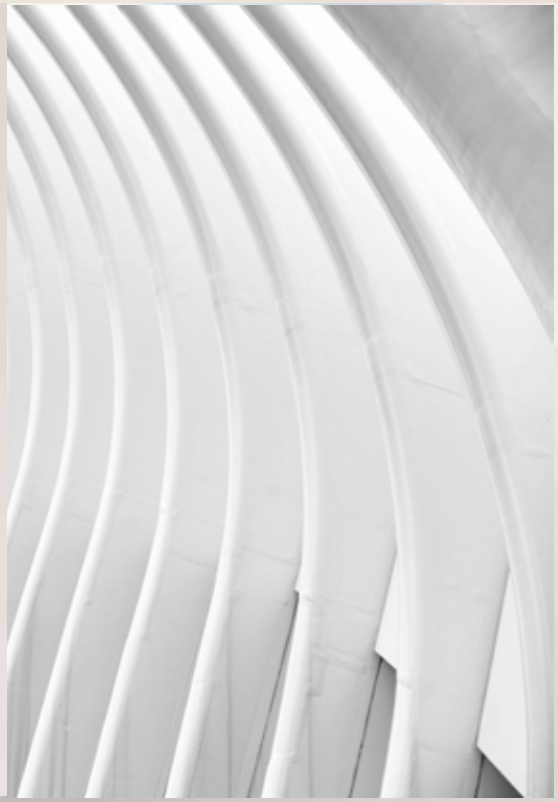
10 FASHION WAVE

11 PERSONAL CARE
COLOR PLAY

13 PREMIUM BRANDS

12 FOOD & DRINK

PANTONE
11-4201 TCX
#F0EFEB
RGB: 240, 239, 235
CMYK: C: 4%, M: 3%, Y: 5%, K: 0%



CLOUD DANCER

THE ALLURE OF WARM EARTH TONES

Nature's color palette takes center stage. These hues radiate grounded sophistication, blending warmth and timeless elegance.

Chestnut anchors any look with its rich, woody undertone; auburn adds a touch of fiery depth that flatters every complexion. Terracotta brings a sun-baked vibrancy reminiscent of Mediterranean clay, while muted rust offers a soft, vintage edge perfect for layered textures.

WARM EARTH TONES

CHESTNUT

AUBURN

TERRACOTTA

MUTED RUST

SOFT PASTELS

THE CALM PALETTE

Whispering blue, lavender gray, pink-beige, and dusty rose form a palette that speaks in hushed tones; elegant, serene, and effortlessly modern. These colors capture the subtle poetry of light, blurring the line between warmth and coolness.

Whispering blue evokes still skies and quiet confidence, while lavender gray adds a misty sophistication with a soft, silken depth. Pink-beige introduces a gentle warmth that flatters all textures, and dusty rose infuses a hint of nostalgia, romantic yet grounded.

Whispering BLUE

Lavender GREY

Pink - BEIGE

Dusty ROSE

EARTHBOUND ELEGANCE

Oiled bronze, black clay, travertine, and dusty stone evoke a timeless sense of strength and craftsmanship. These hues draw from the earth's enduring textures, grounding modern design in a quiet legacy of tradition.

Rich yet restrained, oiled bronze offers depth and warmth; black clay adds tactile sophistication; travertine softens with organic lightness; and dusty stone completes the palette with a subtle, architectural calm.

LEGACY TONES

OILED BRONZE

BLACK CLAY

TRAVERTINE

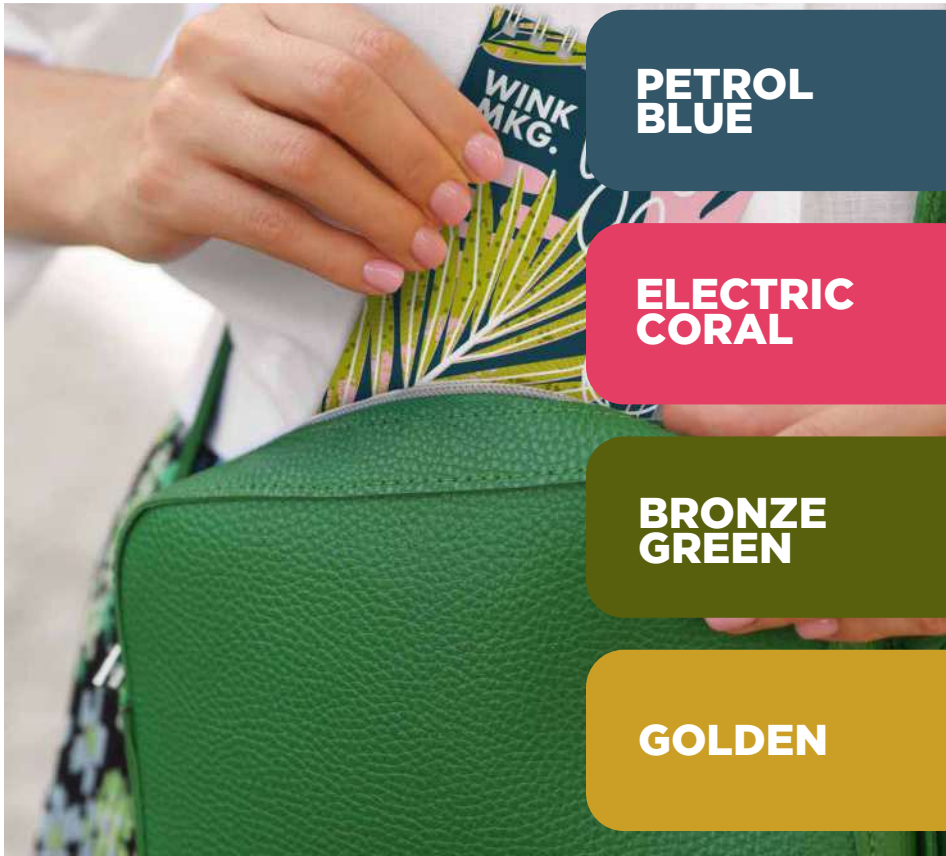
DUSTY STONE

LAUREN LAURAN

BOLD ACCENTS

Petrol blue, electric coral, bronze green, and golden bring energy and modern intensity to any palette. These statement hues balance vibrancy with sophistication without overpowering other colors.

Petrol blue adds depth and cool precision; electric coral infuses playful warmth; bronze green grounds the mix with an earthy richness; and golden catches the light with timeless radiance.

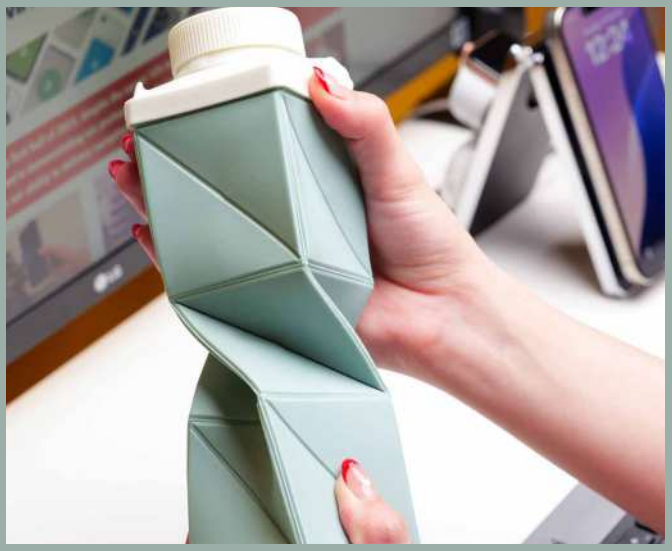


WHISPERS OF WATER & SKY

Smoky jade, jelly mint, atmospheric blue, and transformative teal capture the calm rhythm of nature — hues that soothe the senses while hinting at quiet renewal.

Smoky jade offers depth with a meditative edge; jelly mint brings a fresh, luminous lift; atmospheric blue evokes open skies and clarity; and transformative teal bridges tranquility and strength in one modern stroke.

SERENITY



Smoky Jade

Transformative Teal

Jelly Mint

Atmospheric Blue

sbn

HW

DESIGNED
for Tomorrow

Sustainability in 2026 is about progress. Brands are rethinking materials, production, and purpose, focusing on transparency, circular design, and long-term value over trend-driven consumption.

Recycled textiles, biodegradable packaging, and carbon-conscious manufacturing are becoming the new standard. But beyond materials, sustainability now means creating with intention, designing fewer, better products that last longer and feel more personal.

CONNECTED ESSENTIALS

Innovation meets identity in today's wave of branded tech products. No longer just practical tools, these pieces blend design, function, and brand storytelling, transforming everyday technology into modern lifestyle statements.

The trend points toward tech that feels personal yet premium, designed to integrate seamlessly into hybrid workspaces, travel routines, and wellness lifestyles.

LIFESTYLE

Screen Free Getaway

As digital fatigue grows, travelers are embracing the joy of disconnecting, trading screens for stillness and real connection. This movement inspires branded essentials with purpose: leather travel rolls, canvas totes, and wellness kits designed for presence and ease.

Grounded textures and calm, earthy hues define the look, creating merch that feels tactile, timeless, and beautifully unplugged.

LIFESTYLE

Glimmering

What is glimmering? Coined by therapist Deb Dana through her work in Polyvagal Theory, glimmers are micro-moments that help regulate the nervous system by activating feelings of calmness and connection. Glimmers are subtle cues that signal safety and well-being. It's the quiet pleasure of morning coffee rituals, the grounding calm of gardening, the soft glow of mood lighting, and the mindful rhythm of puzzles.

These simple luxuries turn routine into ritual. In branded merch, they inspire products that feel intentional, sensory, and soothing. Each item becomes a reminder that happiness doesn't have to be loud and sometimes, it's just a soft moment well-designed.

LIFESTYLE

Elevated Travel

Travel today is all about ease and intention. The focus has shifted from getting away to moving well; choosing experiences that feel thoughtful, calm, and beautifully designed.

Brands are leaning into this mindset with travel pieces that blend function and refinement: soft neck pillows, sleek organizers, refillable essentials, and timeless luggage. Elevated travel is about quiet confidence, turning every journey into a moment of effortless style.

LIFESTYLE

Tailored for Tails

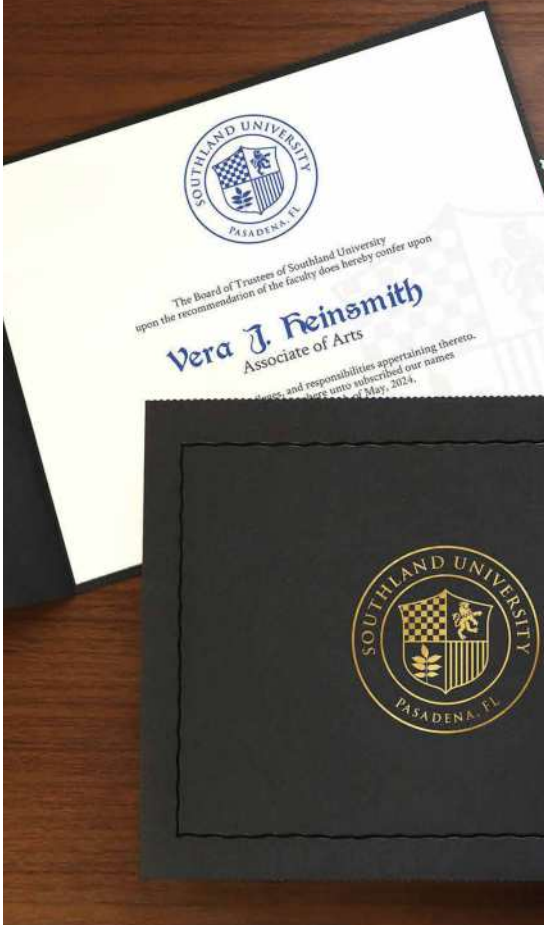
Pets have become part of the lifestyle story, traveling with us, lounging beside us, and inspiring brands to design with care and personality. Millennials and Gen Z are driving growth, with Gen Z pet ownership up 43.5% year-over-year. The focus is on comfort, quality, and connection: soft textures, calming colors, and pieces that blend seamlessly into the home.

Think sculpted ceramic bowls, canvas travel carriers, textured leashes, and cozy pet beds that look as good as they feel. It's about thoughtful design that honors the bond between people and their pets, practical, beautiful, and full of heart.

PERSONALIZED *Branding*

Personalization has moved beyond names on products, it's now about creating pieces that feel uniquely considered. In 2026, branded merch is becoming more human, designed to reflect individuality while staying effortlessly on-brand.

This shift toward personalization is about meaning. In a crowded market, the most memorable products are the ones that speak directly to the person receiving them.



PACKAGING
& Printing

This year, packaging and print balance sustainability, texture, and storytelling. Brands are moving toward minimal layouts, tactile finishes, and eco-minded materials that feel both refined and responsible.

Digital printing allows more custom, small-batch creativity. Natural papers, embossed details, and quiet color palettes make every unboxing feel intentional.

Home décor in 2026 embraces warmth, texture, and individuality. Spaces feel lived-in yet intentional, a blend of comfort and quiet sophistication. The focus is on natural materials, layered neutrals, and meaningful details that invite calmness and connection.

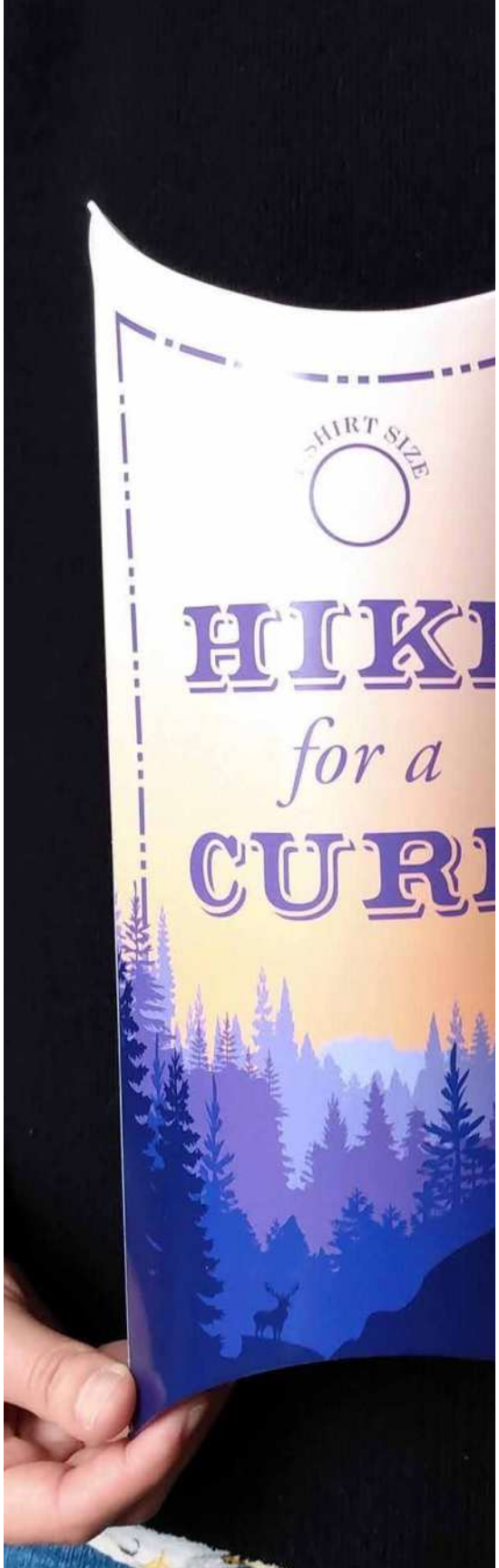
HOME & HAVEN

Choosing USA–made branded products isn't just about craftsmanship, it's about convenience and efficiency. Local production means shorter lead times, lower freight costs, and fewer supply chain surprises, allowing brands to move faster and stay flexible.

By sourcing closer to home, companies reduce their carbon footprint while gaining greater control over quality and customization. The result is a smarter, more sustainable approach to merch products.

MADE IN THE *USA*

TAP CANCER OUT
slm


T-SHIRT SIZE
HIKI
for a
CURI

ecotect

Columbia
Marmot

ESSENTIAL *Style*

Fashion trends blend nostalgia with refinement. Layered streetwear returns with retro silhouettes and relaxed confidence, while quiet luxury brings calm sophistication through clean lines and rich textures.

Together, these styles define a season of contrast, expressive, effortless, and unmistakably modern.

MODERN RITUALS

Personal care blends wellness with creativity. Self-care kits bring calmness to daily routines, pairing soothing scents with clean design. The focus is on wellness and self-care kits that turn daily routines into rituals, thoughtful combinations of aromatherapy, skincare, and serene design that encourage moments of pause.

In 2026 food is about enjoyment with intention, moments that feel social, nourishing, and a little bit indulgent. The spotlight is on mocktails, elevated snacks, and home cooked meals that bring people together without the rush. It's a return to the table, slower, brighter, and full of flavor.

MINDFUL FLAVORS

PREMIUM

Perspective

Premium brands are rooted in value. The focus has shifted towards quality, longevity, quiet confidence, and products that feel purposeful, not performative.

Materials are richer, designs are refined, and branding is subtle. Every detail, from packaging to personalization is considered. Consumers associate retail brands with high quality, reliability and status. It's about creating lasting impressions, emotional connections, and brand alignment. While generic merch may save money upfront, premium branded merchandise can deliver long-term brand equity, loyalty, and ROI.

STANLEY

HIGH SIERRA
URBIAN
BUILDING CORP

OUR MISSION

Our mission is to empower brands through innovative merchandise, print, and marketing solutions that connect, inspire and drive results. As we look ahead to 2026, we remain committed to staying at the forefront of industry trends - translating insights into impactful strategies that help our customers stand out, tell their stories and grow their business with confidence.

BRANDFUSION

powered by American