

ROARING

for the 20's trends

 powered by HALO



Color of
the Year
2020

PANTONE

Classic Blue
19-4052

We are living in a time that requires trust and faith. It is this kind of constancy and confidence that is expressed by PANTONE 19-4052 Classic Blue, a solid and dependable blue hue we can always rely on. Imbued with a deep resonance, Classic Blue provides an anchoring foundation. A boundless blue evocative of the vast and infinite evening sky, Classic Blue encourages us to look beyond the obvious to expand our thinking; challenging us to think more deeply, increase our perspective and open the flow of communication.

— Leatrice Eiseman
EXECUTIVE DIRECTOR OF THE PANTONE COLOR INSTITUTE

Holistic Health

Addressing the health of a person as a whole –physically, mentally, and emotionally. #feelinggood



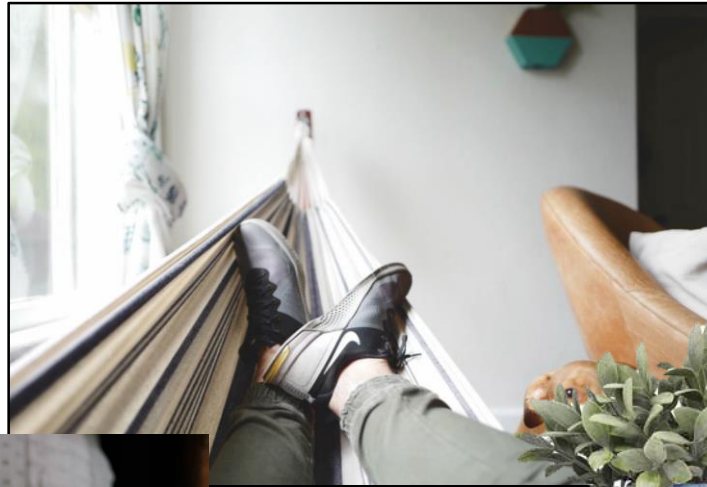
VITAJUWEL

Hydrate with the best energies by drinking from a glass bottle that stimulates your water with the vibrations and energies of healing gems.



Home Sanctuary

A place of refuge or rest. This is where you can get away from the stresses of the world and find peace. #selflove



w&p

A line of home goods that encourages home and work life balance such as tools to entertain guests or treat-yo-self to a lavish night in. #staycation



TRENDING: Indoor herb planters and decorative pot sleeves.

Waste Free Stores

A growing trend within sustainable living. These stores allow you to bring in your empty container to refill and purchase goods in bulk. #thereisnoplanetb



Made in the USA
Zero Plastic Movement
5% of every bottle goes to GlobalWater.org



TO-GO WARE®

Lightweight, strong and long-lasting bamboo.

Cases made from recycled plastic bottles.



BEE'S WRAP®



All natural, compostable and food safe storage.



Bombas Socks

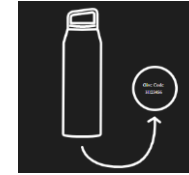
Socks are the #1 most requested clothing item in homeless shelters, so we donate 1 pair of socks for every pair purchased. From the beginning, the Bombas mission has been to contribute to the homeless community and encourage others to get involved.



LifeStraw Go Bottle



- Protects against bacteria, parasites and micro plastics, chlorine and organic chemical matter such as pesticides, herbicides and improves water taste.
- Long-lasting: the microbiological filter provides 5 years of safe water.
- This product gives back: one purchase, one child, one year of clean water.
- By the end of 2019, Life water has provided:



MiiR Drinkware

Every purchase gives 3% to various giving projects.

- Purchase a MiiR product and receive a Give Code.
- Register your Give Code on MiiR.com.
- Receive GPS coordinates and photos of the project you helped fund!



10% of net profits are donated to charity partners.
#purchasewithpurpose

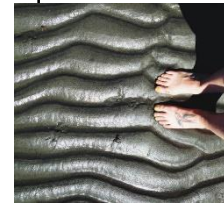


**SOMETIMES YOU'RE ON TOP.
STAY HUMBLE.**

The white bead is infused with water from Mt Everest,
the highest point on Earth.

**SOMETIMES YOU'VE HIT A LOW.
STAY HOPEFUL.**

The black bead carries mud from the Dead Sea,
the lowest point on earth.



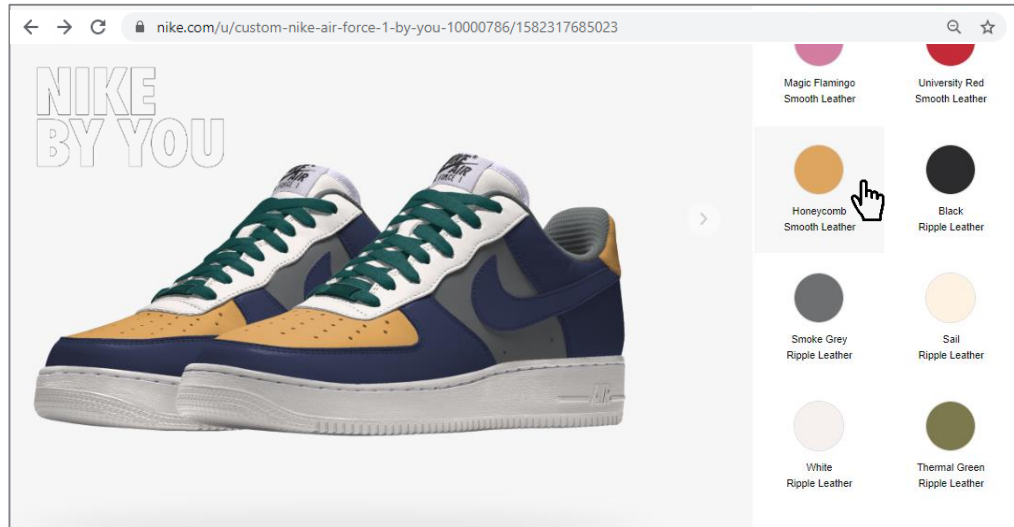
Perka®, iCool® and Work®

A portion of sales from these brands will go to help
pair veterans with traumatic experiences with
rescue dogs to provide them with new purpose.
"Saving Lives, Two at a Time"



Individuality:

The quality or character of a particular person or thing that distinguishes them from others.
#beyourself



Take personalization to the next step by engraving the recipient's own signature on a timeless Cross pen.



THE UNBOXING EXPERIENCE



CUSTOM PACKAGING



Opening gifts has never felt so good! It is hard not to catch feelings when you see that prime box on your doorstep. #treatyoself



MIXED PATTERNS



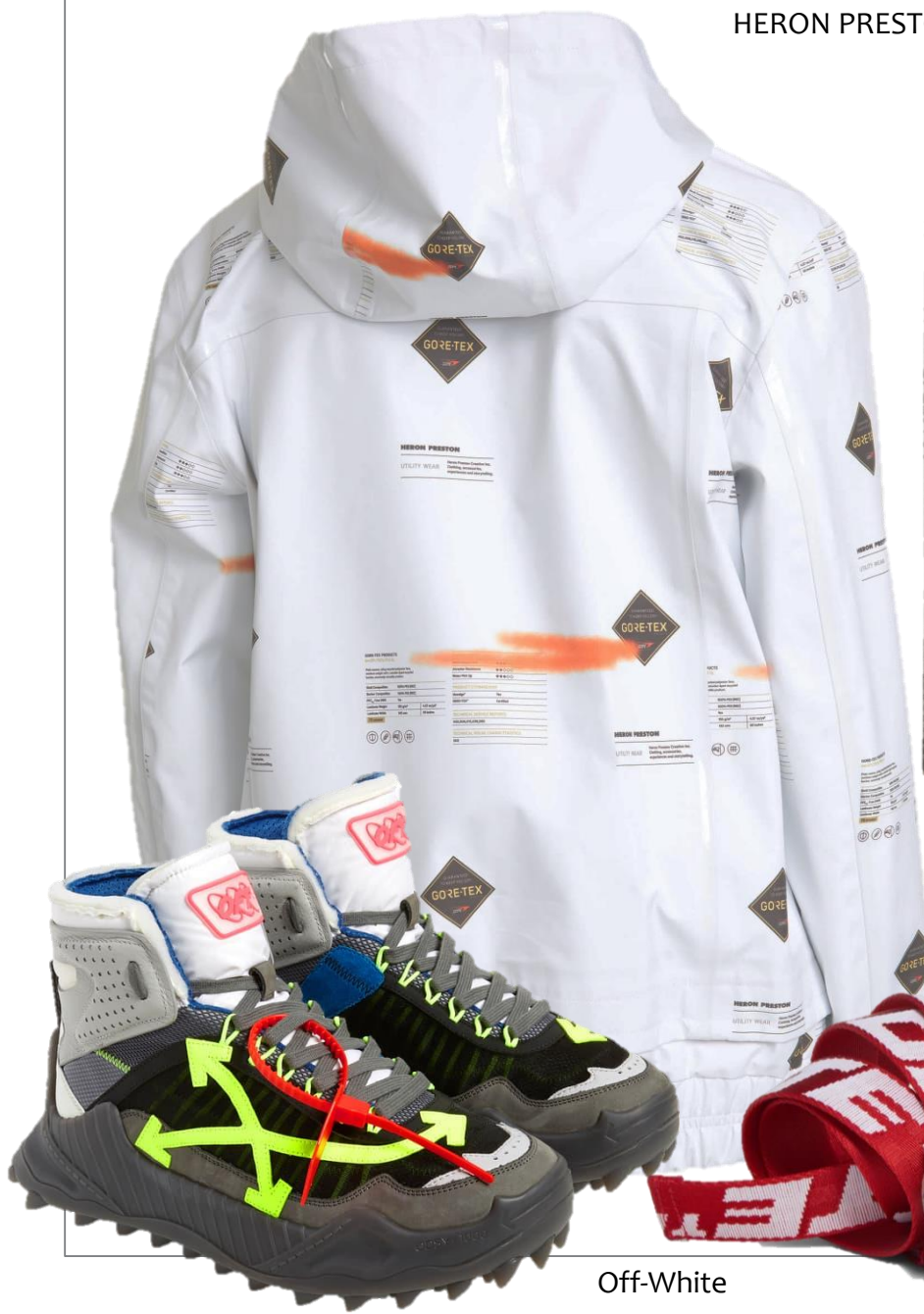
WORDS & DESIGN



RHONE
XXX



HERON PRESTON



Off-White



Hardware inspired from roller coaster buckles and tracks by 1017 ALYX 9SM



Androgynous (person):

Is neither clearly male nor clearly female. It is the combination of masculine and feminine characteristics into an ambiguous form. May refer to themselves as non-binary, genderqueer, or gender neutral. #thisisme



Bella + Canvas
Unisex Line

ALL INCLUSIVE

Adaptive (clothing):

Clothing with alternative entry points, easy closures, abdominal access, convertible outerwear are all elements making clothing friendly for people with prosthetics, wheelchairs, feeding tubes, and other special needs.



 **TARGET**



**TOMMY
HILFINGER**



Calvin Klein

THE NEW CK ONE

Change your mind. Your hair. Your image. Your mood. Love every one of you in the new CK ONE collection.



EMBRACE YOU

A decorative border in a light blue-grey color, featuring Art Deco-style geometric patterns in the corners and a rounded rectangular frame.

BE YOU

It's 2020

 powered by HALO