

INSPIRE

TRENDS FOR 2024

 *brown + bigelow*



REDEFINE | BALANCE | THRIVE



INSPIRE

TRENDS FOR 2024

Inspire: Trends for 2024 represents the culmination of our research along with the products suited to each trend.



The Trends

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Redefine today for a better tomorrow.

6 **NEW Retail Brand: FEED**

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Harness innovation for balance, flexibility, and freedom.

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Prioritize health and wellness.

26 **NEW Retail Brand: TOPO DESIGNS**

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Redefine

“Redefine” is about sustainability. It’s about repurposing, reconstructing and redefining the way we to live and the products we use in more eco-friendly and socially conscious ways. A great example is the growing consumer preference for “Quiet Luxury,” which references high-quality, timeless styles with elevated materials that have longevity. Redefine means we are reevaluating our products and manufacturing with a continuous goal of making our world more sustainable.



There is an Industry-wide push for sustainable materials and transparency.

87% of Business Leaders expect to **increase investment in sustainability** over the next two years.

SALES of sustainably marketed goods have **surged 2.7 times faster** than conventional products.

61% of Americans agree that **global climate change affects their local community.**

NEW!



A. FSC® 100% Wood MagClick™ 5000 mAh Fast Wireless Power Bank

\$42.98 [C]

MOQ: 10



NEW!



B. Metallic Recycled Aluminum Soft Touch Gel Pen

\$1.48 [C]

MOQ: 250



NEW!



C. 5.5" x 8.5" Kaya Recycled and Bamboo Bound JournalBook

8.98 [C]

MOQ: 50



NEW!



Recycled ABS Fast Wireless Charging Pad

12.99 [C]

MOQ: 20



NEW Retail Brand: FEED

BRANDS OF SUBSTANCE: Every FEED product provides school meals to children — sometimes their only meal that day. Since 2007, FEED has helped provide over 126 million school meals, working with three partners and in over 20 countries — that translates to over \$14 million in support. Durable and classic, FEED bags are crafted from 100% GOTS certified organic cotton and designed to be kept in rotation and out of landfills.



FEED Organic Cotton Rivet Tote

\$19.98 [D] MOQ: 30



FEED Organic Cotton Shopper Tote

\$11.98 [D] MOQ: 50



FEED Organic Cotton Market Tote

\$34.98 [C] MOQ: 20



FEED Organic Cotton Weekend Tote

\$29.98 [D] MOQ: 25





Hydro Flask



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FEED



brown+
bigelow



B.

A.

C.

D.

IN THE IMAGE:

A. Terra Thread Fairtrade Refillable Notebook **COMING SOON!** | B. Klean Kanteen® Eco Rise 14oz Mug | C. Newton Recycled Brass Gel Ballpoint **COMING SOON!** D. Recycled ABS Whammo 2 Bluetooth Speaker **COMING SOON!**



NEW!



Recycled ABS
Plastic Gel Pen

\$.55 [C]

MOQ: 250



COMING SOON!



D. Recycled ABS Whammo 2
Bluetooth Speaker

\$9.98 [C]

MOQ: 50



NEW!



FSC® 100% Bamboo Retract-
able 5-in-1 Charging Cable

\$6.99 [C]

MOQ: 200



NEW!



Recycled Aluminum
Ultra Gel Ballpoint

\$2.98 [C]

MOQ: 150



NEW!



5" x 7" FSC® Recycled Star
Spiral Notebook w/ Pen

\$3.49 [C]

MOQ: 150



COMING SOON!



Rhodri RPET
Round Sunglasses

\$2.75 [C]

MOQ: 300



COMING SOON!



C. Newton Recycled
Brass Gel Rollerball

\$9.98 [C]

MOQ: 40



COMING SOON!



Merchant & Craft Repreve
Recycled 15" Backpack

\$29.98 [C]

MOQ: 30



COMING SOON!



Recycled ABS 3000 mAh
Wireless Power Bank

\$17.49 [C]

MOQ: 20



NEW!

THE
GOODS™



The Goods Recycled 12 Can Cooler Bag

\$17.99 [C]

MOQ: 30

NEW!

THE
GOODS™



The Goods Recycled Fanny Pack

\$7.99 [C]

MOQ: 100

NEW!

THE
GOODS™



The Goods Recycled Work Anywhere Tote

\$14.99 [C]

MOQ: 40



Quiet Luxury

Do not mistake Quiet Luxury as “just another trend.” Typified by high-quality, timeless styles with elevated materials that have longevity, this style movement is here to stay. Embodying the craftsmanship traditionally associated with luxury fashion, Quiet Luxury sensibly combines style with sustainable materials that appeal to the contemporary, environmentally conscious consumer.

614% increase in internet searches for “**Quiet luxury**” suggesting people are invested in this trend and turning to **quality basics**.

—

Quiet Luxury is new-age minimalism with a larger focus on investment pieces and thoughtful shopping



NOSHINKU

NEW!



A. 0.6oz Noshinku Refillable Pocket Hand Sanitizer

\$8.99 [E]

MOQ: 40



B. Recycled Aluminum Gel Ballpoint Stylus

\$2.28 [C]

MOQ: 250



C. Billy 26oz Aluminum Bottle with FSC® Bamboo Lid

\$7.39 [C]

MOQ: 108



COMING SOON!



D. Merchant & Craft Repeve Recycled 17" Computer Backpack

\$30.97 [C]

MOQ: 30



Sona 22oz RPET Reusable Bottle w/ FSC® 100% Bamboo

\$4.39 [C]

MOQ: 125



Brands of Substance



Klean Kanteen® Eco Rise 14oz Mug

\$35.00 [E]

MOQ: 24



Klean Kanteen® Eco Rise 16oz Tumbler

\$32.00 [E]

MOQ: 24



Balance

In our fast-paced digital age, finding the delicate equilibrium between unplugging and connecting is essential. This new assortment of gadgets and gear helps consumers navigate converging digital and physical worlds. Striking this balance affords consumers the choice to live with intention. They can travel for work and pleasure simultaneously; they can keep in touch while on the trail; they can power up while winding down.

A.

B.

C.

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 TOPO
DESIGNS



**brown +
bigelow**

COMING SOON!



A. Topo Designs Y Pack 15" Laptop Backpack

\$79.00 [D]

MOQ: 8



COMING SOON!



B. Mega Victor Recycled Vacuum Insulated Tumbler 20oz

\$17.47 [C]

MOQ: 24



NEW!



Helio 5000 mAh Solar Power Bank

\$16.99 [C]

MOQ: 20



COMING SOON!



C. Yukon Outdoor Bluetooth Speaker

\$24.98 [C]

MOQ: 15



COMING SOON!



9898-02
Daybreak rPET 15" Computer Backpack

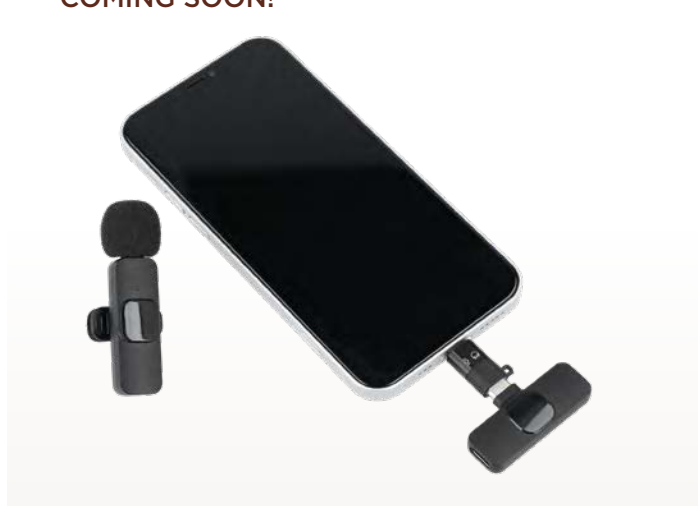


\$19.97 [C]

MOQ: 24



COMING SOON!



7143-69
Smart Microphone

\$19.98 [C]

MOQ: 20



NEW!



PACKAGE AND
CONTENTS

Solekick™ MagClick™ 5000 mAh
Wireless Power Bank

\$35.98 [C]

MOQ: 15



COMING SOON!



Greenway rPET 15" Computer Backpack



\$21.98 [C]

MOQ: 20



IN THE IMAGE:

A. Wenger Recycled Zippered Padfolio **COMING SOON!** | **B.** Solekick™ MagClick™ 10000 15W Wireless Power Bank | **C.** High Sierra Forester RPET 22" Wheeled Duffle Bag | **D.** Shoe Bag **COMING SOON!** | **E.** Rite in the Rain All Weather Metal Clicker Pen | **F.** 4.6" x 7" Rite in the Rain Side Spiral Notebook | **G.** The Goods Recycled Felt Keychain **COMING SOON!**

A.



B.



C.



D.



E.



G.



F.





A.

B.

C.

D.

E.

NEW!



C. Pinnacle 40 oz Vacuum Insulated Eco-Friendly Travel Tumbler With Straw

\$19.98 [C]

MOQ: 24



NEW COLOR!



Thor 40 oz Eco-Friendly Straw Tumbler

\$9.99 [C]

MOQ: 50



COMING SOON!



Totes 9102 XL Auto Open Golf Stick (UV ProtectXXoz)

\$39.98 [C]

MOQ: 16



COMING SOON!



Recycled Polyester Reflective Lanyard

1.98 [C]

MOQ: 400



IN THE IMAGE:

A. Totes 60" Titan Vented RPET Umbrella **COMING SOON!** | **B.** Rainbow Lanyard **C.** Pinnacle 40 oz Vacuum Insulated Eco-Friendly Travel Tumbler With Straw | **D.** Luna Convertible Backpack Tote **COMING SOON!** | **E.** tentree Nimbus Long Rain Jacket



COMING SOON!



A. Rocketbook Infinity Core Notebook Set

\$32.27 [C]

MOQ: 25



B. Fife rPET 15" Computer Backpack

\$18.97 [C]

MOQ: 24



IN THE IMAGE: **A.** Rocketbook Infinity Core Notebook Set | **B.** Fife rPET 15" Computer Backpack | **C.** Stanley Quencher H2.O FlowState™ Tumbler 40 oz
D. Duo Talk Wireless Microphone | **E.** Hue Power Bank with Multi-Tips

NEW!

STANLEY



NEW!

STANLEY



COMING SOON!



C. Stanley® Quencher H2.O FlowState™ Tumbler 40 oz

\$50.00 [E]

MOQ: 24



Stanley® Quencher H2.O FlowState™ Tumbler 30 oz

\$40.00 [E]

MOQ: 24



Mini Phone Printer

\$39.98 [C]

MOQ: 10



Brands of Substance

SONY

COMING SOON! SONY



Sony Bluetooth Headphones, WHCH520

\$69.98 [G]

MOQ: 2



COMING SOON! SONY



Sony XE200 Portable Bluetooth Speaker

\$159.98 [G]

MOQ: 3



COMING SOON! SONY



Sony WH-CH720N Wireless Noise Cancelling Headphones

\$159.98 [G]

MOQ: 5

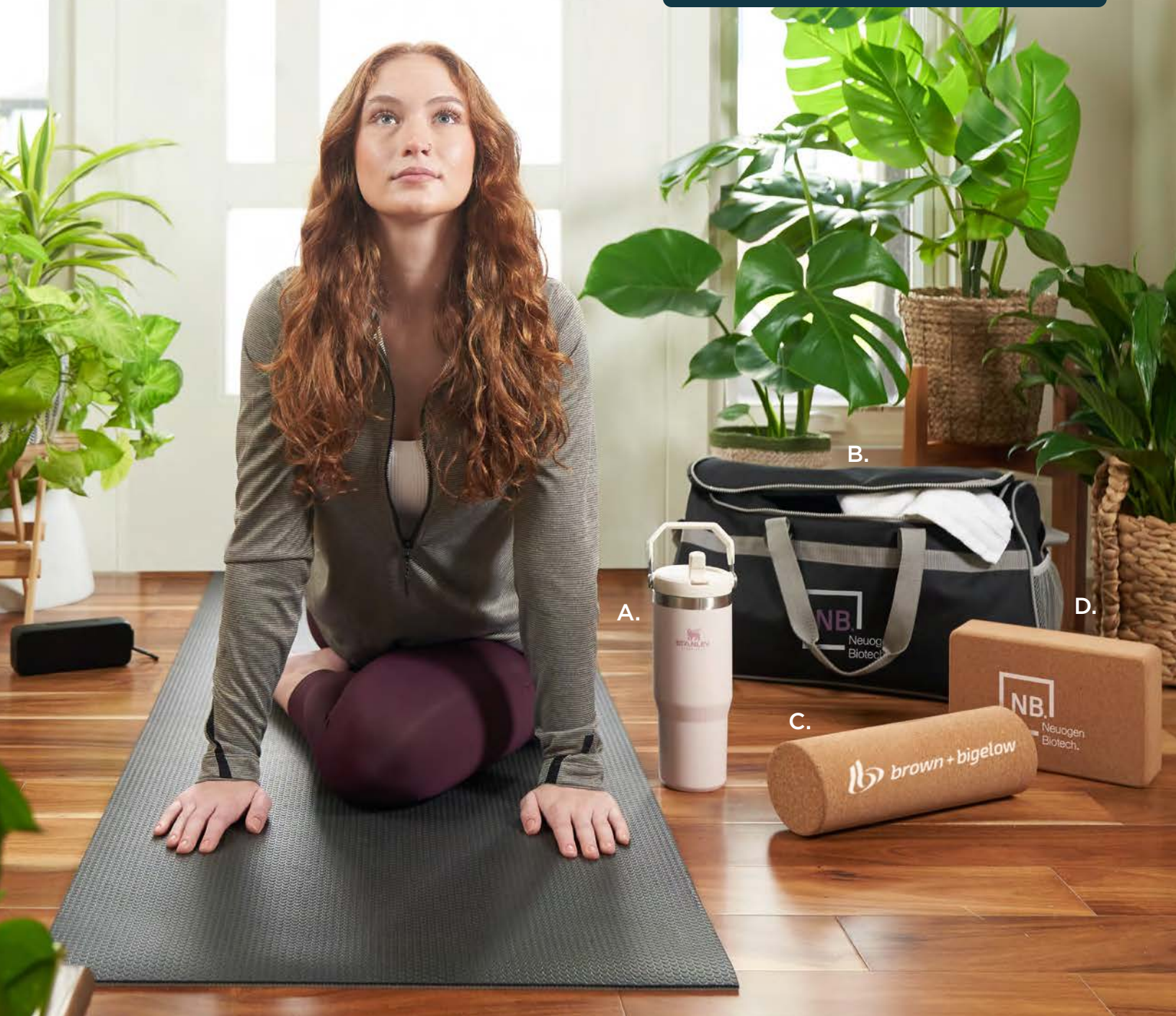


Thrive

Now more than ever, consumers are prioritizing health and self-care. They focus inward to find new ways to heal — from embracing the power of sound to the importance of exploring nature. This year, consumers will continue to seek products supporting cognition, focus, recuperation, sleep, and mood. The products in this collection promote healthy living, stress reduction, and enhanced overall comfort.

79% of Americans aged 26–40 list health as the **most important thing** in their lives, **second only to family**

—
The **global wellness market** is currently estimated at more than **\$1.5 trillion**, with annual growth of 5–10%



NEW!



COMING SOON!



A. Stanley® IceFlow™ Flip Straw Tumbler 30 oz

\$45.00 [E]

MOQ: 24



B. Breezy rPET Duffle Bag

10.98 [C]

MOQ: 30



COMING SOON!

COMING SOON!



C. Cork Roller

\$15.98 [C]

MOQ: 40



D. Cork Yoga Block

\$14.98 [C]

MOQ: 32



NEW!



A. Sun Ray RPP Sunglasses

\$2.48 [C]

MOQ: 400



COMING SOON!



Brix Recycled Backpack

\$8.98 [C]

MOQ: 40



COMING SOON!



Sparks Drawstring Bag

\$4.65 [C]

MOQ: 200



10th
tentree



B. tentree Space Dye Full Zip Fleece Hoodie

\$92.63 [C]

MOQ: 12



COMING SOON!



Solekick™ MagClick™ 10000 mAh 15W Wireless Power Banks

\$49.98 [C]

MOQ: 10



NEW!



Combo Drawstring Bag

\$3.98 [C]

MOQ: 200



NEW!



C. 5-in-1 Charging Cables with iWatch Charger

\$13.98 [C]

MOQ: 50



COMING SOON!



Swoop rPET Duffle Bag

\$9.98 [C]

MOQ: 30



HIGH SIERRA®



High Sierra Oversize Picnic Blanket

\$40.07 [C]

MOQ: 12





IN THE IMAGE: **A.** Sun Ray RPP Sunglasses | **B.** tentree Space Dye Full Zip Fleece Hoodie | **C.** Charging Cables with iWatch Charger | **D.** High Sierra Recycled Everclass 15" Laptop Backpack
COMING SOON!



A.

NEW Retail Brand: TOPO DESIGNS

BRANDS OF SUBSTANCE: Topo Designs produces simple, sustainable, well-designed products that leverage innovative technology to ensure a timeless look with modern functionality. Delivering the most durable, versatile packs and bags, Topo Designs uses heavy-duty components such as YKK zippers and nylon deniers with high abrasion resistance, tear-strength and tensile strength. Whether used around town, out on the trail or globe trotting, Topo Designs' products are designed for longevity and timeless utility.

NEW!



Topo Designs Rover Pack Classic



\$99.00 [D]

MOQ: 6



NEW!



A. Topo Designs Daypack Classic



\$99.00 [D]

MOQ: 6



NEW!



Topo Designs Light Pack



\$79.00 [D]

MOQ: 8



NEW!



Topo Designs Y Pack



\$79.00 [D]

MOQ: 8





NEW!



A. 3-Piece Jute Spa Set

\$4.98 [C]

MOQ: 100



NEW!



B. FSC® 100% Bamboo Compact Mirror & Brush

\$3.98 [C]

MOQ: 100



NEW!



C. FSC® 100% Bamboo Loofah

\$6.99 [C]

MOQ: 75



NEW!



0.27oz Pen Sprayer Sanitizer with 62% Alcohol

\$1.19 [C]

MOQ: 250



NEW!



3.4" x 4.5" FSC® Recycled Post Spiral Notebook

\$1.99 [C]

MOQ: 400



COMING SOON!



Recycled AM/PM Pill Case

\$2.98 [C]

MOQ: 180



NEW!



Picnic Blanket

\$18.98 [C]

MOQ: 40





NEW!



COMING SOON!

THE
GOODS™



A. GENEVA Eco Hybrid Insulated Jacket  
(W) TM99657 SIZE OPTIONS XS-2XL
(M) TM19657 SIZE OPTIONS: S-3XL

\$88.67 [C]

MOQ: 12



B. Lucent Deluxe Clear Backpack

\$14.98 [C]

MOQ: 35



NEW!



COMING SOON!



C. High Sierra Eco 200 Lumen LED Flashlight  

\$26.98 [C]

MOQ: 25



D. Extra Large Plaid Picnic Blanket 

\$30.98 [C]

MOQ: 24





A.

B.

C.

D.



Brands of Substance

HYDRO FLASK

Inspired by intersecting passions for spending time in nature with availing that experience to others, at Hydro Flask®, outside is everything. From providing more equitable access to parks to encouraging people to reduce the use of plastics, Hydro Flask® is a brand on a mission.

A.

A.

NEW!



Hydro Flask® Wide Mouth 32oz Bottle with Flex Chug Cap

\$52.96 [E]

MOQ: 24



NEW!



Hydro Flask® All Around™ Travel Tumbler 32oz with Straw

\$42.96 [E]

MOQ: 24



NEW!



Hydro Flask® All Around™ Travel Tumbler 40oz with Straw

\$47.96 [E]

MOQ: 24



NEW!

 Hydro Flask®

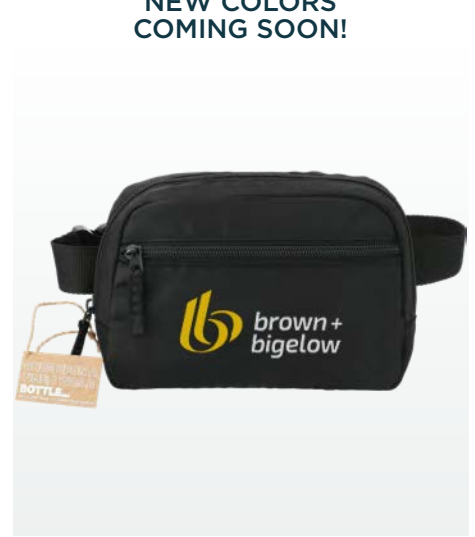


NEW!

 HIGH SIERRA®



NEW COLORS
COMING SOON!



A. Hydro Flask® Wide Mouth
24oz Bottle w/ Flex Straw Cap

\$49.00 [E]

MOQ: 24



High Sierra Eco 160 Lumen
LED Flashlight

\$16.98 [C]

MOQ: 25



Recycled Sport Fanny Pack

\$12.58 [C]

MOQ: 48



Brands of Substance

SKULLCANDY

NEW!

 Skullcandy



NEW!

 Skullcandy



NEW!

 Skullcandy



Skullcandy Ounce
Bluetooth Speaker

\$34.99 [E]

MOQ: 10



Skullcandy Terrain
Bluetooth Speaker

\$59.99 [E]

MOQ: 6



Skullcandy Smokin' Buds
True Wireless Earbuds

\$29.99 [E]

MOQ: 12





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A.

NEW!



A. Vila Recycled All-Purpose Tote

\$9.99 [C]

MOQ: 50



NEW!



Stark 2 Bluetooth Speaker

\$14.98 [C]

MOQ: 50



COMING SOON!



Universal Travel Fast Wireless Charger

\$29.98 [C]

MOQ: 20



Brands of Substance

CAMELBAK®

NEW!

CAMELBAK



CamelBak® Fit Cap 32oz

\$38.50 [E]

MOQ: 32



NEW!

CAMELBAK



CamelBak® Forge Flow 16oz

\$31.50 [E]

MOQ: 48



NEW!

CAMELBAK



CamelBak® Podium® 3.0 Chill 21oz

\$17.00 [E]

MOQ: 36

