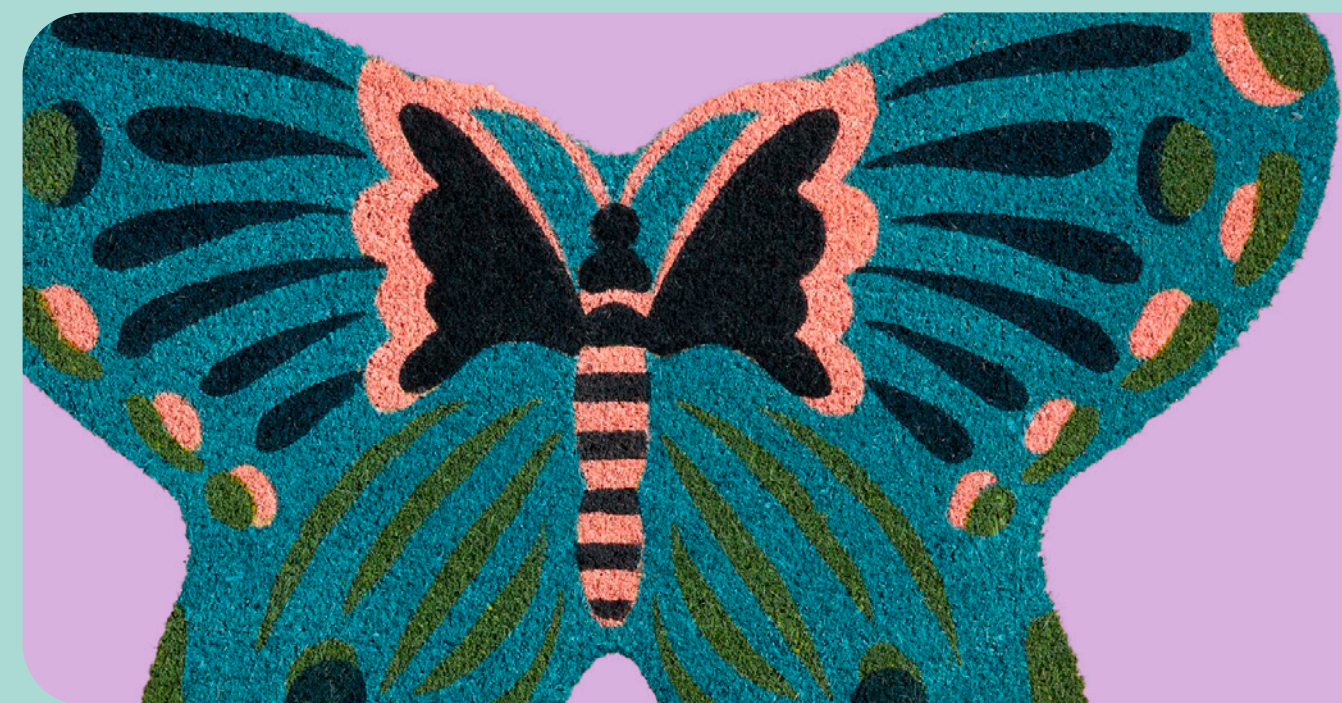


ultra

easter

TREND COLLECTION



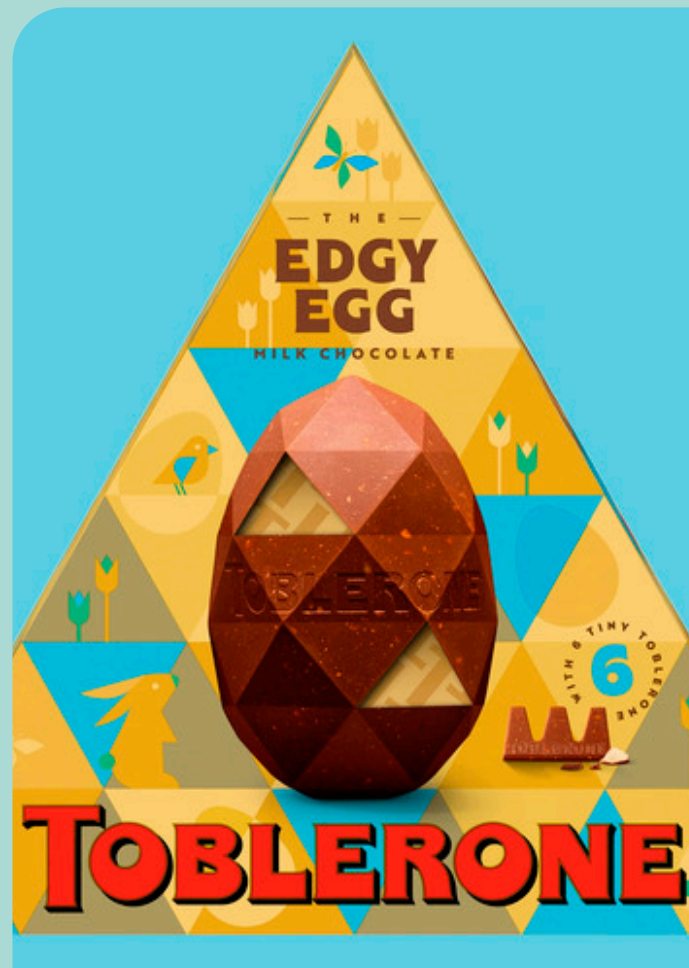
EASTER 2023

MULTI FACETED

Mystical, angular eggs and bunnies resemble crystals & icons associated with positive energy.

- faceted geometric designs
- gradient palettes
- ownable, stoppable shapes

Cacao & Cardamom's beautiful jewel-like eggs make chocolate upscale and adored. Omnom's Mr. Carrots, which is a gold bunny head, feels classy and creepy all at once. Toblerone's pyramid of spring iconography echoes their original triangular product in a new egg form.



EASTER 2023

GARDEN VARIETY

“Eat your veggies” shifts to “play with your veggies” this year as vegetables take root in fun.

- kid-focused
- variety of design styles
- wholesome & bucolic
- adult trend influenced

Cottagecore and cozy gaming planted their seeds in how Easter shows up for children. Elaborate paper veggie-patch playsets, stuffed plush gardens, veg crepe paper “surprise balls” contribute to growing this natural trend.



Williams Sonoma



Crate and Barrel

EASTER 2023

FLUTTER BY

Butterflies, a symbol of transformation, are natural fit for the Easter/spring season.

- ornate
- fancy or folk influenced
- mix of modern palettes
- maximalist with nature details

Appearing both in folk and botanical art forms, butterflies took off this year bringing joy and whimsy to tables, baskets, and homes. Whether the focus or a supporting element, butterflies feel fresh and ready for spring.



Anthropologie



World Market



EASTER 2023

FUZZY FLOCK

Fuzzy fun was found nearly everywhere this year with flocked friends and decoration.

- fuzzy or flocked
- simple, iconic shape
- modern palette
- multiples make a statement

A modern palette and concentrated collection suggests pop art or a minimalist mindset. Their soft, sensory pleasing textures add whimsy and nostalgia to spring décor.



Target



Amazon



Sam's Club



Thinking about exploring seasonal opportunities for your brand in the new year?
We would love to partner with you.

Ultra Creative
43 Main Street SE, 430
Minneapolis, MN 55414

info@ultracreative.com

[@Ultra_Creative](https://www.instagram.com/ultra_creative)

ultracreative.com

ultra