

ultra

# valentines

TREND COLLECTION



# DRIP DROP

Sneaker freaks and fashionistas have more reasons to celebrate when brands drop V-day looks.

Nike, Adidas, and Converse release new kicks for the Valentine season. From subtle nods to full on red or pink hearts, the styles are gender neutral and street wear ready. Luxury brands' drops bring more sophistication with new bags and accessories. This year Adidas pushed the self-love angle with an electric pink collection and verbiage on the back.



Burberry



Coach



Adidas



VALENTINES 2023

# PICK A CARD

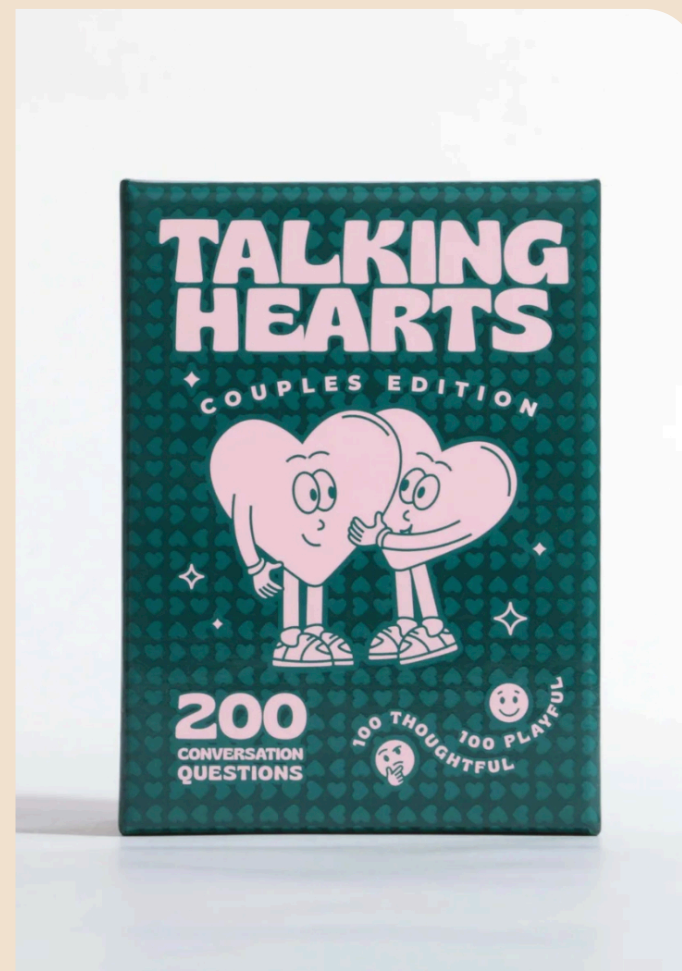
Card decks created to raise couples' emotional intimacy are a relationship game changer.

- hand held
- clear typography
- simple game mechanics
- heavy-hitting content

Playing games takes on a whole new meaning via card decks with a psychological angle. From couples to friends to bedroom buddies, these games are meant to raise the stakes between partners and create healthy dialog and discovery.



We're Not Really Strangers



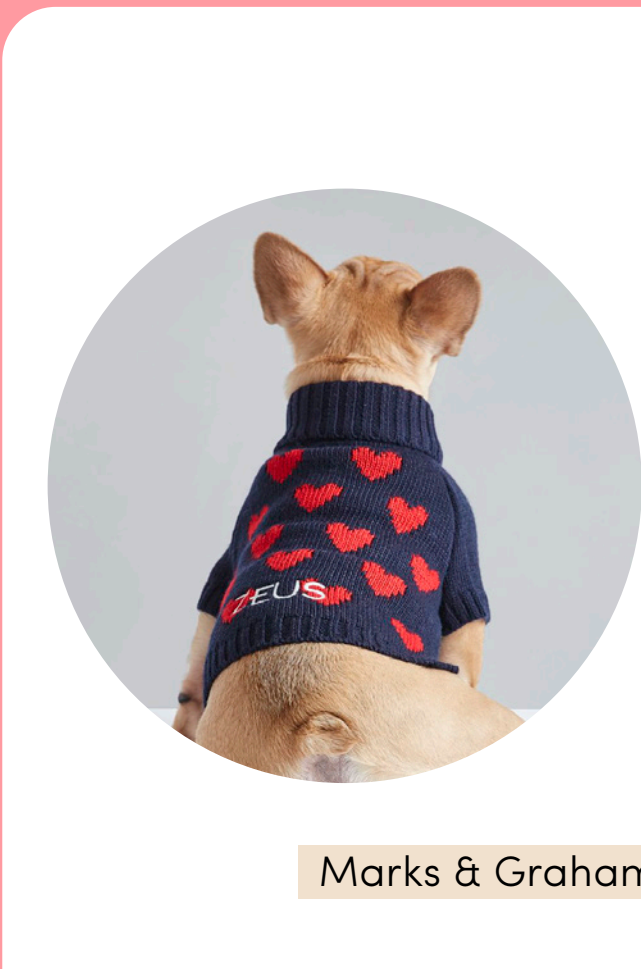
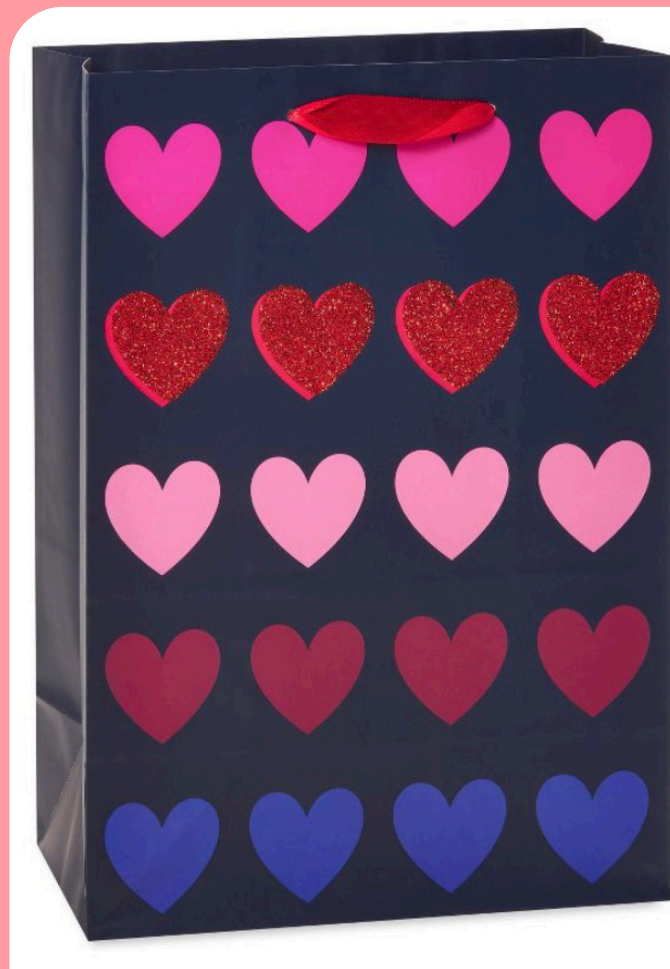
VALENTINES 2023

# IN THE NAVY

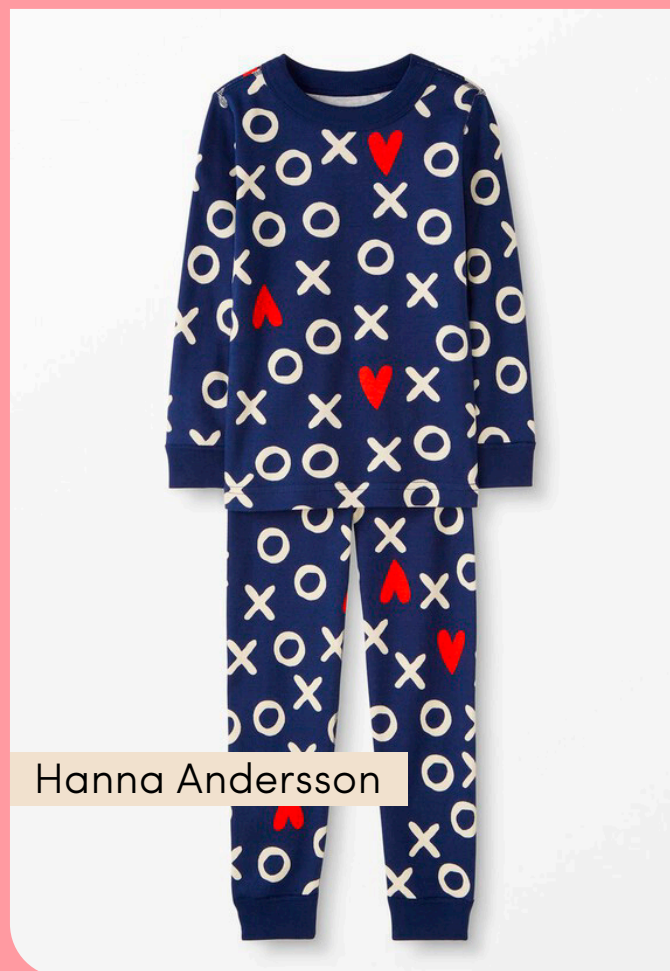
V-Day is all about harmonious relationships and navy blue is holding hands with red this year.

- navy (naturally)
- whimsical east coast upper crust
- bold balanced colors
- deep and bright

Straightforward yet unexpected, navy blues are living their best life alongside red and bright pink hearts. Masc'ing up a traditionally pink holiday takes courage so navy's here in cozy sweaters to balance out the frill.



Marks & Graham



Hanna Andersson



Kiel James Patrick

# XOXO

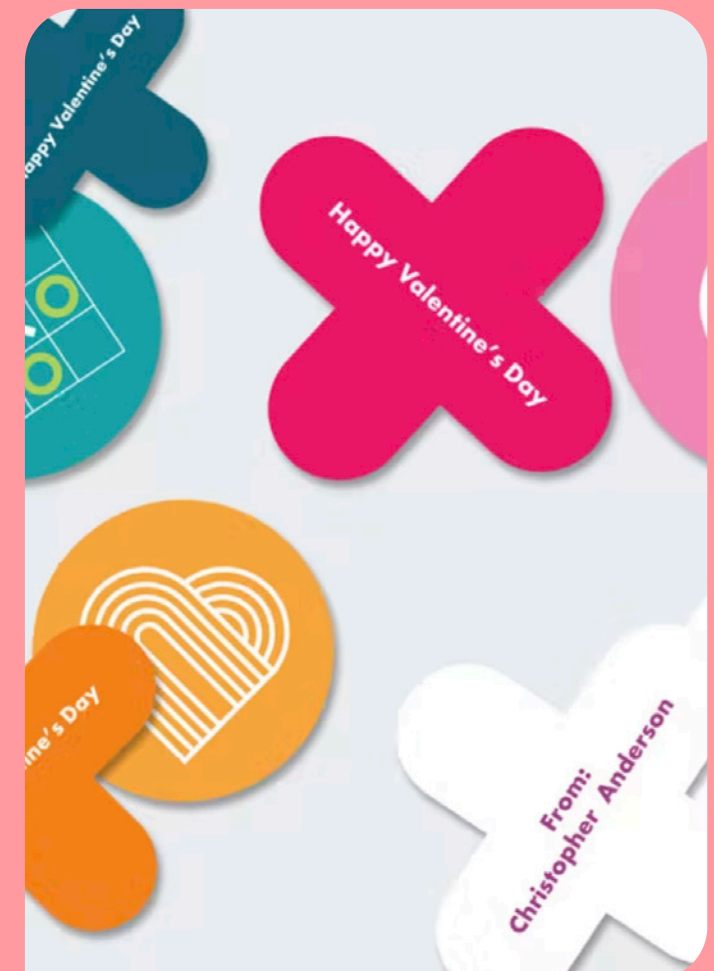
Xs and Os are quick symbols of love and affection and they multiplied design for 2023.

- x's and o's (of course)
- bold, modern design
- symbolic shapes
- text worthy

XOs were everywhere this year, holding ground visually in patterns, as abstract symbols, and windows in packaging and glasses. Less cutesy than hearts, they offer a gender neutral graphic take.



Meri Meri

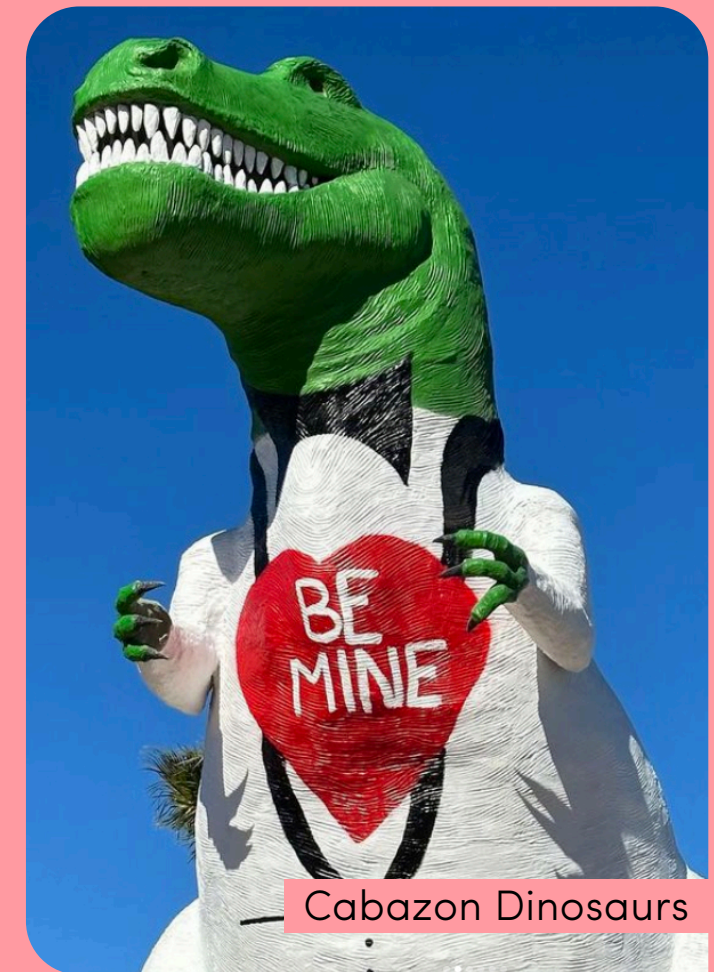


# DINO MITE

Dinosaurs received big love this year sharing sweet messages along with action and energy.

- dinosaurs
- kitschy
- random humor
- all-ages

Whether kitschy or kid, dinosaurs are tearing up Valentines with off-kilter intensity. Cuddly, carnivorous, and captivating, they offer friendship and fun for a variety of targets and in a range of styles and sentiments.



Cabazon Dinosaurs



Target



# BLACK + WHITE

Paired back and abstract, some retailers offered black and white decor in contrast to red and pinks.

- black, white, cream
- sophisticatedly simple
- abstraction
- Scandi-influence

Some refined decorators opt to celebrate holiday with a simple palette and large, graphic shapes. Still playful, the contrast and bold designs bring a quieter, mature, modern-art beat to a space that often shouts “love.”



Crate & Barrel



Pottery Barn



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

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