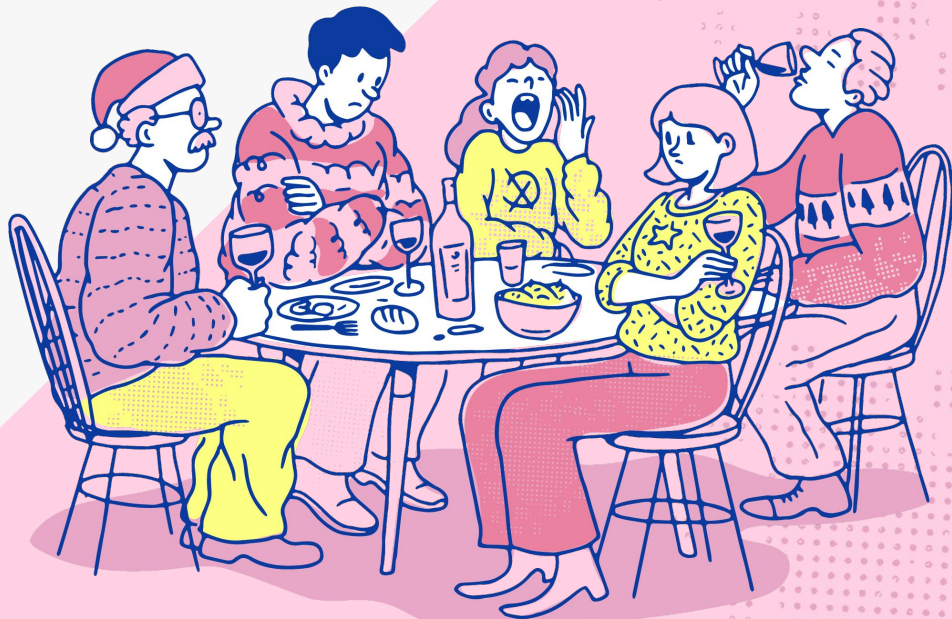


VEXELS MERCH #75 DIGEST

Prepare for 2025! This Merch Digest explores fresh ideas shaping merch next year, a vintage-inspired trend perfect for Christmas, and our latest challenge—win \$5K by transforming designs!



Holiday Family **FIGHT** Club



New Year, New Trends: What's Coming in the Merch World for 2025

As 2025 approaches, the merch industry is gearing up for another year of creativity, innovation, and new opportunities. Creators and brands are embracing trends that align with audience demands, though POD sellers face the challenge of maximizing design potential within the constraints of blank products.

Design Trends

Gen Z's influence on fashion is undeniable, and their preferences are shaping merch design. Nostalgic themes, like retro fonts and 90s-inspired patterns, remain favorites. Sellers can lean into this with bold, wearable graphics featuring tie-dye effects, funky florals, or checkerboard designs.

Sustainability is another key theme, and many POD platforms now offer eco-conscious options, such as organic or recycled base



products. Highlighting these in your product descriptions aligns with consumer values AND positions your brand as environmentally responsible.

Maximalism is also on the rise, offering an opportunity to experiment with vibrant, layered compositions. Galactic prints, surreal patterns, and neon accents are perfect for T-shirts, sweatshirts, and tote bags. These bold aesthetics cater to Gen Z's love for standing out and expressing individuality.

Tech Innovations

The rise of augmented reality (AR) is transforming how customers interact with merch. Virtual try-on features, available on some platforms, let shoppers visualize products before buying—a game-changer for wearable merch like hoodies or caps.

AI-powered personalization is another exciting development. Although POD creators can't alter product structures, they can offer customizable templates for buyers to tweak. Imagine letting customers add quotes or choose colors from pre-set palettes to make their purchases feel unique.

Market Opportunities for 2025

POD creators have a wealth of opportunities to explore. Tapping into Gen Z's love for bold, oversized styles can make graphic-heavy merch—like sweatshirts and oversized tees—a hit.

Functional items like tote bags, mugs, and notebooks also serve as ideal canvases for nostalgic or utility-inspired designs.

Pop culture continues to offer fertile ground for inspiration. From memes to fandom-driven aesthetics, designs that reflect current cultural moments can quickly capture audience attention.

Limited-edition drops featuring neon palettes or Gen Z Yellow can add exclusivity and excitement to your offerings.

Trend Alert: Slow Living

The slow living movement is all about embracing a more intentional, mindful way of life. It's a response to the overwhelming speed of modern culture, offering a slower pace focused on quality rather than quantity. At its core, slow living encourages people to make thoughtful choices, not just in what they consume, but also in how they spend their time and energy.

When it comes to the aesthetic, slow living is deeply influenced by nature, simplicity, and nostalgia for "simpler" times. It often evokes calm, countryside vibes, with visuals inspired by the soft, practical styles seen in gardening attire—think cozy aprons, straw hats, and worn boots.

Soft checkered patterns, florals, and gentle earth tones like beiges, muted greens, and soft pastels create a soothing, natural look. Dresses with vintage 1950s influences are also a key part of the aesthetic, lending a sense of timeless femininity and effortless grace.





For POD (Print on Demand) sellers, the beauty of slow living is that it aligns perfectly with a more intentional, thoughtful approach to consumption. In a world that's moving away from fast, mass-produced goods, POD offers a way to reduce waste by only creating products when they are wanted, making it possible to offer fewer, more carefully curated designs.

This approach resonates with consumers who are looking for meaningful, mindful purchases. By offering products that fit within the slow living aesthetic sellers can cater to those who are choosing to buy less, but buy with purpose.

This thoughtful approach to product creation is about more than aesthetics - it's about offering something more sustainable, more aligned with the values of today's conscious consumer.

List of niches, keywords and concepts for December

Let's explore some exciting and meaningful keywords and concepts to kick off the New Year with inspiration. Get ready to embrace fresh beginnings while making a bold statement with these transformative ideas!

- Fresh Start
- Resolutions
- New Beginnings
- Celebrate
- Midnight
- Countdown
- 2025 Goals
- Festive
- Renewal
- Cheers
- Sparkle
- Gratitude
- Motivation
- New Chapter
- Prosperity
- Reflection
- Opportunity
- Optimism
- Transformation
- Vision



December's niche opportunity dates

Start planning cool designs for December 2024 with our list of some special days and holidays where you might find a niche to create ahead of time:

January 1st: New Year's Day

January 4th: National Spaghetti Day

January 20th: Martin Luther King Day

January 21st: National Hugging Day

January 25th: Opposite Day



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