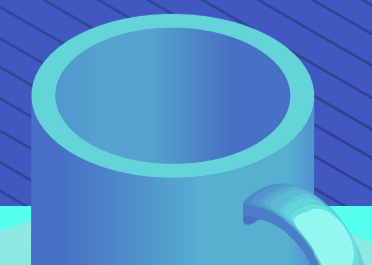
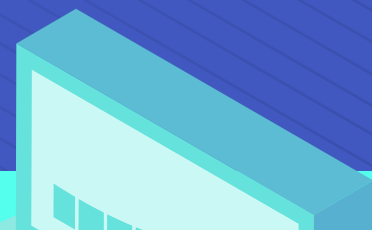




vexels  
merch  
digest

ISSUE #13

SEPTEMBER 2019



# Vexels Merch Digest #13

Q4 is just around the corner, meaning now it's the time to crank up the research and upload work. The biggest shopping season is upon us and we cannot be more excited about it. In this edition, we'll be talking about how to tackle the upcoming season with off-season contents. Let's go!



# Graphic Style Spotlight: Silhouettes

In the years we have in business, silhouettes have proven to be one of the most sought-after graphics because of their versatility and usefulness. From a city skyline up to shapes, animals, and people silhouettes, the power of this type of graphic paired with another design element usually in the form of words or hero image, is definitely a big advantage when it's Design Time.

## Why Silhouettes work:

- It's practical: easy to find and easy to use.
- It's neutral: since it has no race, no color and no special features, it can be applied in most scenarios.
- It's versatile: due to silhouettes being shapes of other stuff, silhouettes are applicable for any niche you want.
- It sells: the "faceless-ness" of silhouettes makes them a special type of graphic that people can easily relate with, so silhouette-infused designs are oftentimes good sellers.

This month we're reminding and reinforcing this graphic element in hopes you reinvest your efforts into a simple and bankable t-shirt design element that will be of great help in the wake of Q4.

## Silhouette design leads:

- City skylines
- Sunburst effect
- People silhouettes
- Ornate borders and frames
- Hobby silhouette
- Geometric shapes
- Blank badges
- Blank ribbons
- Flowers
- Animals

## How to use silhouettes?

Silhouettes are perfect elements to either be the center of your design (i.e. people silhouette) or as a decoration for a text or the main element (i.e. sunburst effect/geometric shapes). If you lack design skills, you can always use our [Online T-shirt Maker](#) and create your original designs using our graphics.



# Merch Tools: **Merch Momentum**

*This is not a paid advertising. Vexels nor any of its employees are receiving a compensation for this feature.*

Research is arguably the cornerstone of Merch. Without research there's no design, and with no design, there are no sales. That's why this time we're sharing one of our top Research utilities: **Michael Essany's Merch Momentum Monday Strategy** newsletter.

Much like this monthly Digest you're reading, Michael's weekly newsletter is stacked with quality research and leads that spark tonnes of inspiration worth months—even years of sellable products. Oftentimes we use it here at Vexels as a way to draw design inspiration ourselves and to better understand the market.

The subscription is worth \$10 per month, and we believe it's one of the best investments any serious Mercher can make, besides our Merch Plan of course!



Check Michael Essany's  
Merch Momentum  
Monday Strategy Guide  
Here.



## Even More **MERCH TIPS!**



Check the [Vexels Blog](#) for actionable Merch tips and knowledge about the t-shirt-making business. Keep revisiting for updates!

# October's Niche Opportunity Dates

Here's a list of some of the special Days in October where you might find a niche to exploit:

October 1st: International Coffee Day

October 4th: Taco Day

October 6th: Noodle Day

October 11th: Coming Out Day

October 13th: No Bra Day

October 18th: Chocolate Cupcake Day

October 21st: Apple Day

October 25th: International Artists Day

October 29th: Internet Day

October 29th (too!): Cat Day

October 31st: Magic Day

## DISCLAIMER | Vexels Merch Digest

All the information, content, ideas and keywords in this Digest is to be used at your own risk. While we do our best to make sure our content complies to the market, user and platforms demands, VEXELS does not provide any guarantees on the use of any of this information, all of which is entirely up to the user's discretion. It is the user's responsibility to check for eligibility of the terms, keywords and designs used for any print-on-demand platform or business of his/her choice.

Vexels Graphic Stock - 2019. vexels.com

