OUTDOOR EVENT MERCHANDISING IDEAS & INSPIRATION

A GUIDE FOR SEASONAL SELLING TO FESTIVALS, CONCERTS, RACES AND MORE
As temperatures rise in the spring, people around the country enjoy celebrating the return outdoors at concerts and festivals, big and small.
Summertime is all about the great outdoors. People spend months training for marathons and races – and like to show off their successes with logoped apparel.
As the weather cools down, folks crave the food and drinks that celebrate the season. Cozy, warm looks are the perfect way to commemorate these great events.
Rich colors, textured fabrics and bold prints will all be hot this spring. When selling to festivals and concerts, think about how to incorporate these styling details into your products.

“Active rest” is a new idea where our activities promote rest and wellness. Look to active essentials like soft base layers, lightweight mid-layers and energetic colors to keep up with this trend.

Celebrate back-to-school time with plaid, ponchos and prints. Look for heavier weight shirts and fleece, transitional pieces that adapt to a variety of weather conditions and varsity styles to mark the season and wear to your local food and wine event.