



MUSIC MERCH

For the first time, artists are looking to merch not only as supplemental revenue, but as a way to connect with their fans. Instead of one generic band tee, you'll now find an entire merchandised collection. Fans now expect a retail experience so quality matters more than ever.

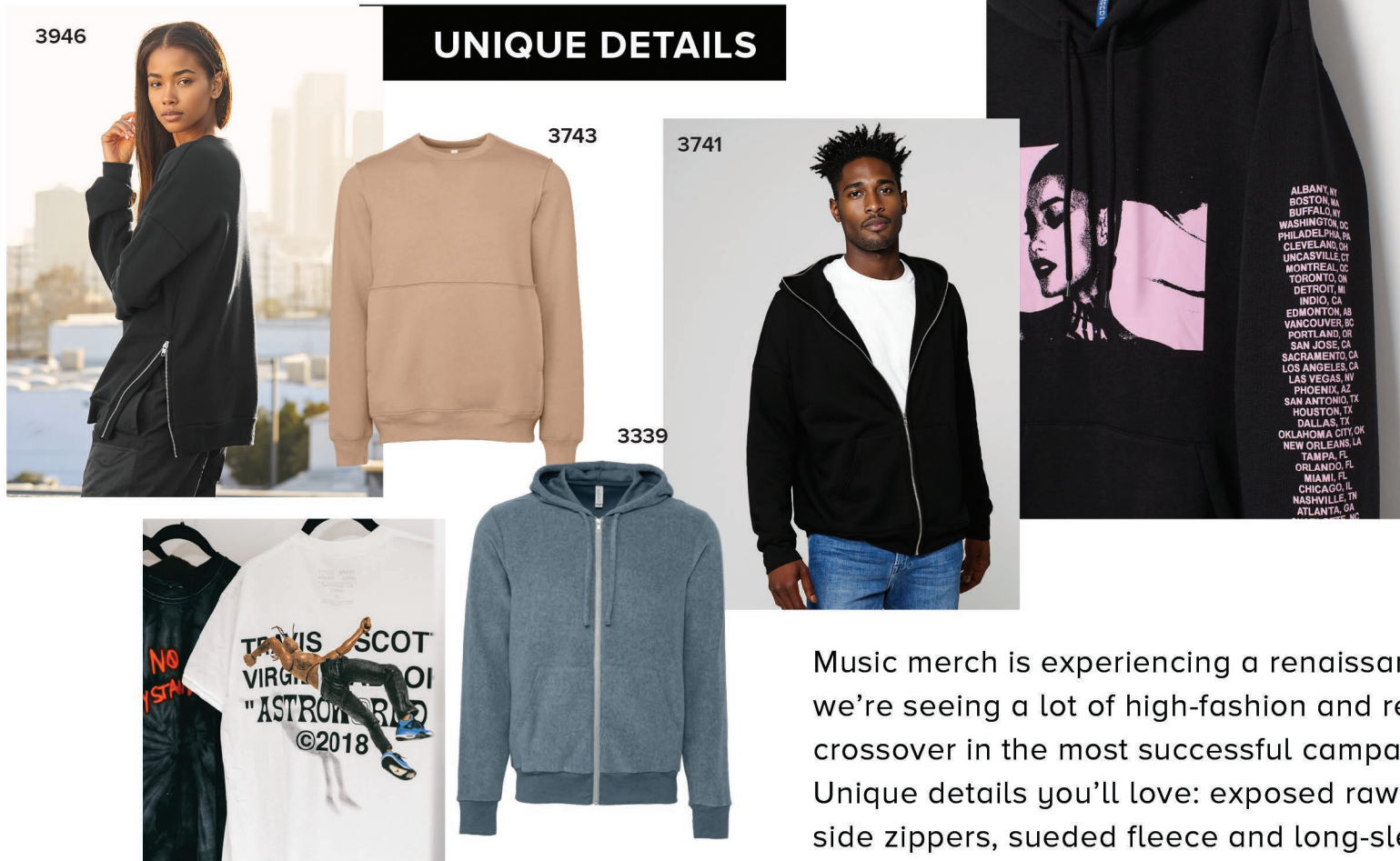
[SHOP MUSIC MERCH](#)

STYLE TRENDS



Matching hoodie-and-jogger sets are enjoying a resurgence in streetwear fashion. That's why you'll see lots of influential pop, rock and hip hop artists sporting these matching sets, and it's no surprise their fans want to do the same. Exciting news for artists: Head-to-toe looks offer lots of great locations for text and graphic prints—PLUS these fleece items promise higher margins.

STYLE TRENDS



Music merch is experiencing a renaissance, so we're seeing a lot of high-fashion and retail crossover in the most successful campaigns. Unique details you'll love: exposed raw seams, side zippers, sueded fleece and long-sleeve crops. And don't miss out on the tie dye trend!

MERCHANDISING A COLLECTION

Curious how the pros develop killer music merchandise lines that have massive retail appeal? They all follow one, simple, rule of thumb--the good, better, best method.

GOOD



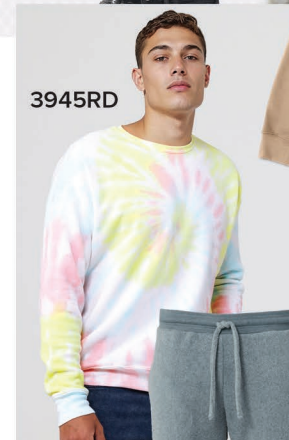
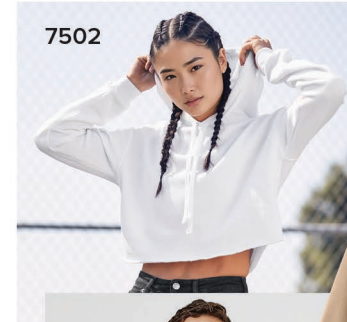
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MUSIC MERCH

Artists are looking for new ways to connect with their fan base, and consumers want to spend their money supporting artists they love. Because of this, there's a massive opportunity for music artists to create high-quality merchandise with meaningful messages and artwork.