



“TRENDS IN BEACH, COASTAL AND NAUTICAL MERCHANDISE”

PRESENTED BY:

*Kristin Ely, executive editor,
Seaside Retailer magazine*



WHO WE ARE

- The business magazine for beach coastal and nautical retailers
- Bimonthly publication
- Mailed to 12,500 retailers
- Monthly Newsletters: Seaside Spotlight, Seaside Update



WHO WE ARE

TOPICS WE COVER

- Store Owner Profiles
- Events Coverage
- Starfish Award
- Product and Style Trends
- Presentation
- Coastal Connection
- Expert Columns
- Retail News



TRENDS

- Beach Accessories
- Beach Towels
- Home Decor
- Eco-friendly
- Apparel
- Jewelry
- Health and Beauty
- Food



TREND: BEACH ACCESSORIES

“Beachgoers are realizing that there are higher quality products in the marketplace that make their day at the beach easier, more enjoyable and safer, and going into 2023, they will continue to seek these products out.”

— Michael Schermerhorn, CEO, BeachBub USA



TREND: BEACH ACCESSORIES

- Fun
- Comfort
- Safety (sun protection)
- Style



TREND: BEACH TOWELS

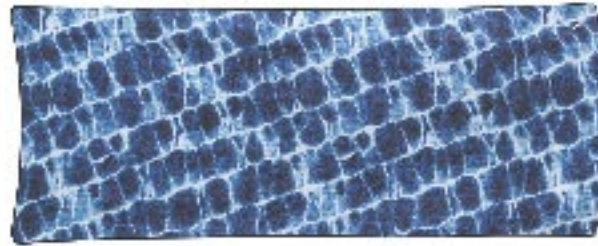
“No one wants a boring towel. Woven patterns, embellished and interesting colors are definitely the favorites.”

— Mary Watters, Beachables



TREND: BEACH TOWELS

- Bright colors and fun patterns
- Multi-functional
- High performance, light fabrics
- Cotton or Turkish cotton
- Sustainable



TREND: HOME DECOR

- Neutral colors
- Natural materials
- Whitewashed wood
- Beiges, blues, turquoises
- **NEW** – Brighter accent colors like marigold and corals



TREND: HOME DECOR

“I don’t think anymore [homes] are showplaces. They are places where people live and they are taking advantage of being home. How we try to furnish rooms is adorable and functional.”

— Ashleigh Poirer, K&A Coastal Designs, Naples, Florida



TREND: HOME DECOR

Name drops appeal to both locals and visitors.



TREND: HOME DECOR

SEA LIFE

“Turtles, turtles turtles – they are just nonstop. People are just crazy over turtles. They want something that pulls at the heartstrings like the baby turtle migration.”

— Lynn McKernan, Rightside Design Studio



TREND: ECO-FRIENDLY

“By carrying eco-friendly products ... a retailer has an opportunity to engage with their existing customer base and attract new audiences while helping to improve the environment and the communities most impacted by pollution.”

— James Merrill, Opolis Optics



TREND: ECO-FRIENDLY

- Brand purpose surpasses cost and convenience for today's shopper.*

**NRF/IBM study of 19,000 consumers*



TREND: ECO-FRIENDLY

- Apparel
- Art
- Jewelry
- Plush toys
- Bags
- Towels
- Water bottles
- Sunglasses
- Flip flops



TREND: APPAREL

“With the way the world is, people are not required to dress up as much so casual apparel is becoming even more popular.”

— Shelli Maines, It's the Beach



TREND: APPAREL

- Versatile styles that can be worn from beach to bar and more



TREND: APPAREL

- Apparel with a cause



TREND: APPAREL

“For Spring/Summer 2023, the number one things we are seeing are innovation, quality and versatility are still key, especially with insecurities around pricing, inflation and the potential recession. However, there is a rush of creativity in the industry ...



TREND: APPAREL

... that is very much a celebration of life coming off of a challenging few years. We are still seeing a lot of vibrance, a lot of color and a lot of creativity in the industry, so it is kind of a balance between those two forces.”

— Morgan Ramage, Atlanta Apparel fashion and events director



TREND: APPAREL

SPRING/SUMMER APPAREL TRENDS

SKIRTS: Mini, sarong, pleated, wrap and column skirts

BOTTOMS: Oversized, slouchy trousers; utility carpenter trousers; skinny trousers; vacation shorts (relaxed fit/long line)



TREND: APPAREL

TOPS: Craft tops (crochet/fringe), artisanal overshirts, 90s camis/tanks, halter necks, front-tie blouses, off-the-shoulder tops, fluid tops, wrap tops

Dresses: Patchwork maxis, halter midis, boxy minis, active dresses, open weave maxis, cut-out beach dresses



TREND: APPAREL

Swim: Teeny bikinis (90s minimalist), cutouts, asymmetrical tops, strappy tops, collage fabrics, rash guards



TREND: JEWELRY

“Customers want an emotional connection to an element, community or brand...”

— Carey Del Bruno, The Beach and Back



TREND: JEWELRY

- Using earth elements (sand, pearls, sea glass, shells, reclaimed ocean waste, images)
- Customizable
- Icons like waves, turtles, octopus
- Colors of sand and turquoise



TREND: JEWELRY

- Vibrant colors
- Gold
- Stackable jewelry



TREND: HEALTH AND BEAUTY

- Products with natural ingredients
- High-quality spa products
- Pretty packaging



TREND: FOOD

“Food is selling like crazy. Never in my 20-year career have I seen food sell as well as I have across the United States.”

— Cathy Donovan Wagner, RetailMavens



TREND: FOOD

LOCALLY MADE

- Jellies, jams, wine, candy, sauces
- Source from local farmers markets



TREND: FOOD

“EVERYBODY EATS”

- Low price point
- Broad appeal
- Makes great gifts
- Great add-on





THANK YOU!

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