

> **trends** STYLE PULSE

Getting Back in Gear

Summer sports are in full swing, and with school out for the summer, shoppers have time to stock up on the products they're looking for the next time they head to the field or turn on the TV to watch their favorite game. A serving platter for the latest golf tour, a cooler to prepare for the upcoming football season or the perfect shirt for the baseball game can help retailers remind their customers that their store has gifts for every season. In-store viewing events of the World Cup can promote products sports fans will love, while chemical-free sunscreen and organic snacks can attract non-sports fans just as easily. —*T.L.*



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1 The Take Me Out to the Ballgame T-shirt comes in sizes to fit everyone and demands to be worn at the next baseball game. Jane Marie. janemarie.com
CIRCLE #600

2 The Mineral SPF 32 for Body sunscreen is chemical free, safe for baby and mamas-to-be and includes organic olive and jojoba oils for hydration—needed for any activity that includes sun exposure. Erin's Faces. erinsfaces.com
CIRCLE #601

3 A melamine serving platter and bowl is the perfect combo for the next golf tournament viewing party, or just because for the golf lover. Encore Concepts. encoreconcepts.com
CIRCLE #602



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4 Cashew-Coconut Popcorn combines nutty flavor with the summer staple of coconut for a convenient sports-watching snack. Deanan Gourmet Popcorn. deanan.com
CIRCLE #603

5 The Ballparks of America poster illustrates the design of almost 50 arenas, including stats on seating capacity and dates of the arena's first and last pitches, ideal for the baseball fanatic. Pop Chart Lab. popchartlab.com
CIRCLE #604



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6 The Before Football Season cooler bag is durable and high quality with an added playful snark that is sure to get some chuckles. About Face Designs. aboutfacedesigns.com
CIRCLE #605