

Packaging is not just a cover for your product,
it tells your brand story.

— A&H Worldwide

Root Cause

TREND 2023

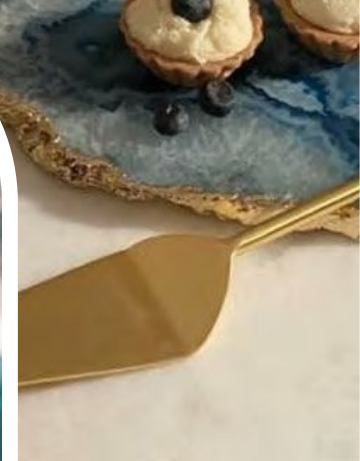
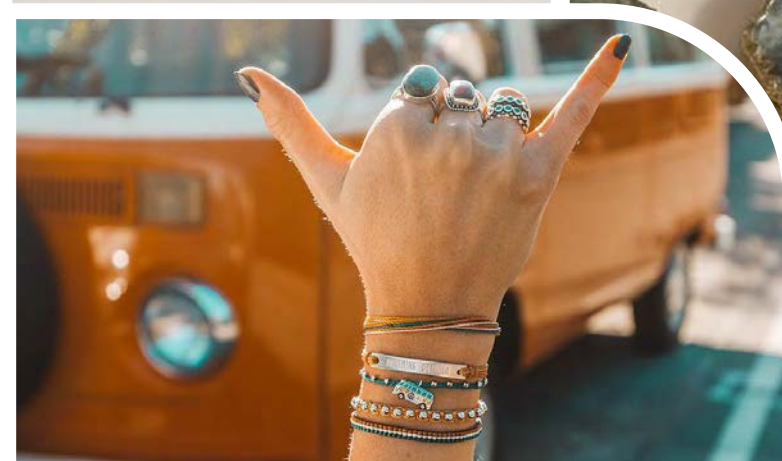


Raw

Grounded

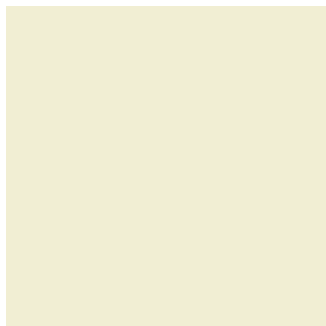
Holistic

Driven by an appreciation for raw materials and our planet's wellbeing, this trend is rooted in the ever growing desire to live a more sustainable lifestyle. Throughout the global pandemic, our normal, chaotic world was at a standstill. We became creative with our time, energy, and resources. We learned to better understand how things were made and grown, and we became motivated to provide for ourselves. We began cooking, baking and growing our gardens... reverting back to simpler times.



Root Cause

CORE COLORS



PAMPAS GRASS



SAGE LEAF



TERRACOTTA



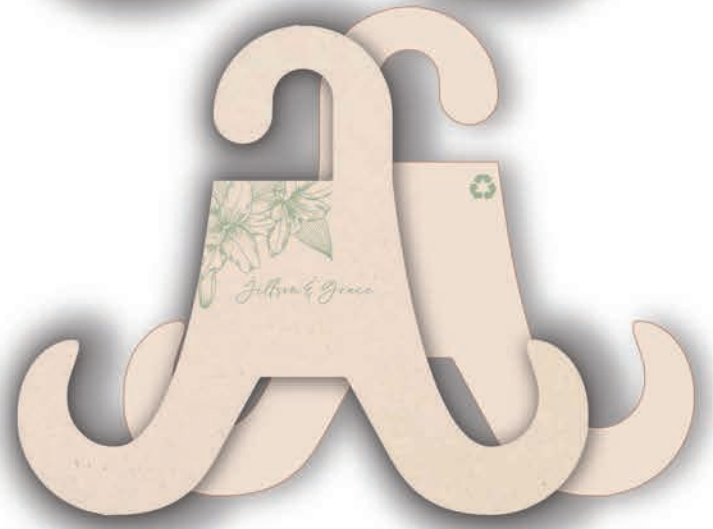
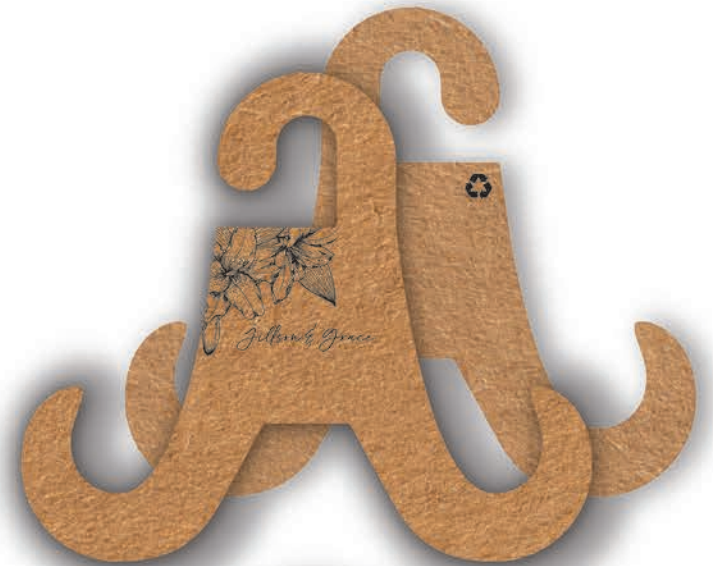
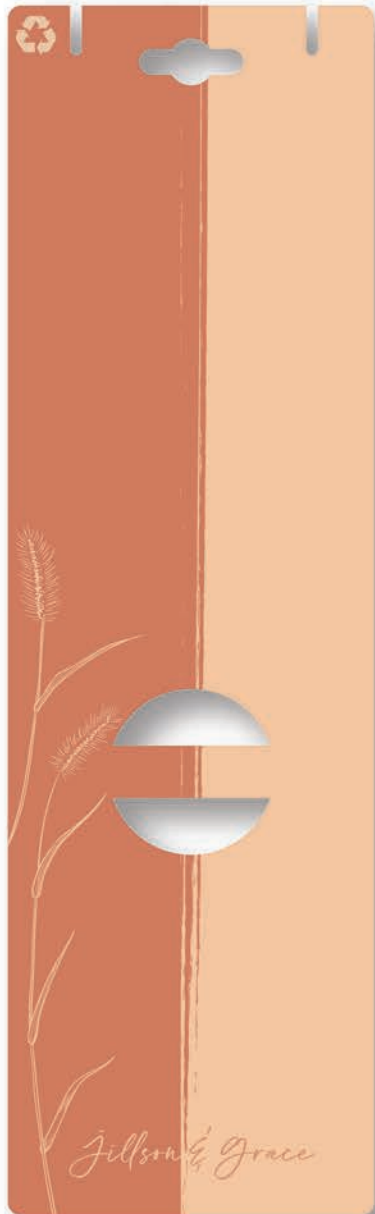
AUBERGINE



CELESTITE

This theme calls for a return to natural colors, modest textures and simple shapes. Soft shades of blue and green in crisp textures evoke feelings of tranquility, while the deep rosy hue's that mimic old clay pots and wild deep berries remind us to stay grounded. Textures of vegan leather, natural stones, and woven fabrics create a sensory experience that call back to a world of raw ingredients and holistic processes.

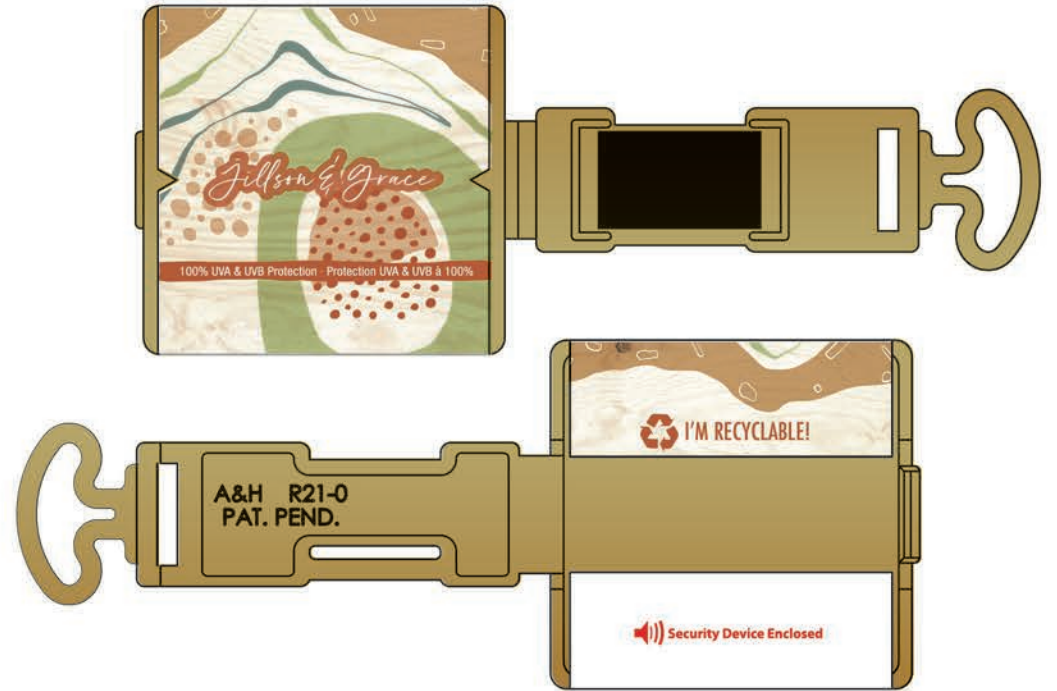
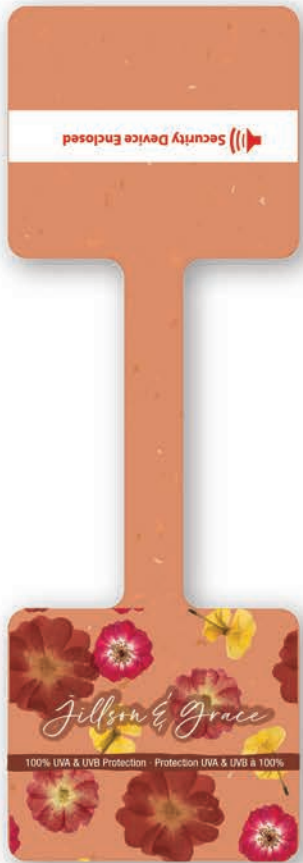




A&H WORLDWIDE | ROOT CAUSE



A&H WORLDWIDE | ROOT CAUSE



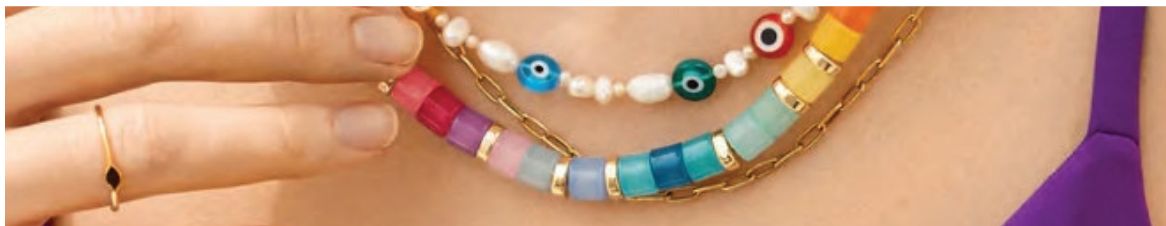
Disruptive Joy

TREND 2023



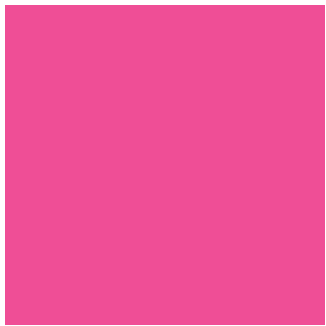
Euphoric
Uplifting
Playful

Celebrations abound...many of us feel we need to find that spark of optimism and new energy, and celebrating is the perfect way to rejuvenate. This theme focuses on healing through happiness. It's about lifting boundaries we built decades ago and interacting with people from a more cultivated perspective. It's about igniting joy and seeking unapologetic moments of bliss. This somewhat rebellious approach to healing is invigorating and long overdue.



Disruptive Joy

CORE COLORS



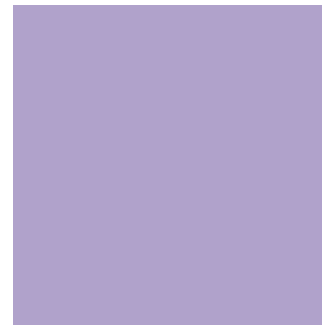
EUPHORIC PINK



APRICOT CRUSH



TURQUOISE



DIGITAL LAVENDER



GALACTIC BLUE

This palette unleashes a wave of colors to accompany our contagious bursts of happy energy and provoke an invigorating spark of happiness. The textures are quirky and the patterns are bold. Graffiti takes on a new look with digitized elements and freehand splashes of color. This fundamental change is going to be a blast!







Nature's Gift

TREND 2023

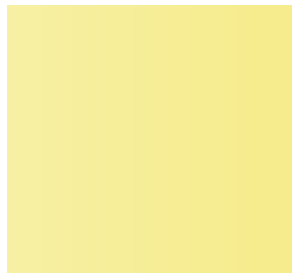
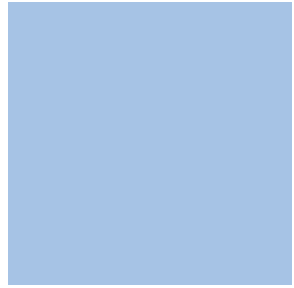
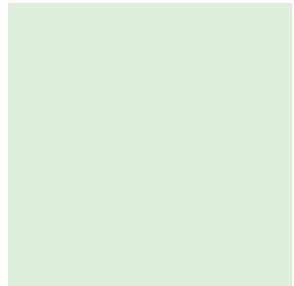
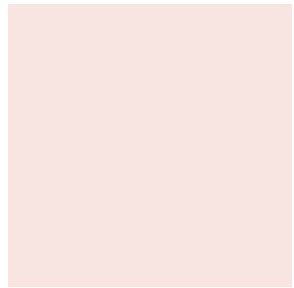


Delicate

Serene

Revitalizing

Nature is our sanctuary; a refuge of peace that provides a sense of calm and serenity, allowing everything to grow at its own pace. Personal growth and self-care have become a priority in today's world. This trend draws inspiration from the gentle yet persistent essence of nature, reminding us to slow down long enough to let our own growth occur.



Nature's Gift

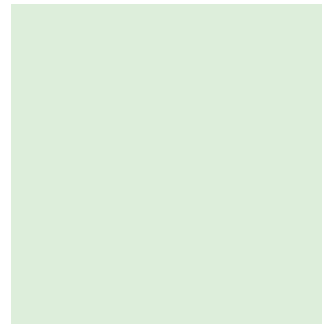
CORE COLORS



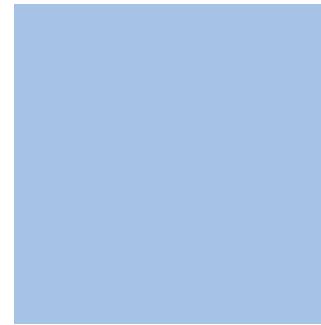
OPALESENT



ROSE QUARTZ



TEA



SKY BLUE

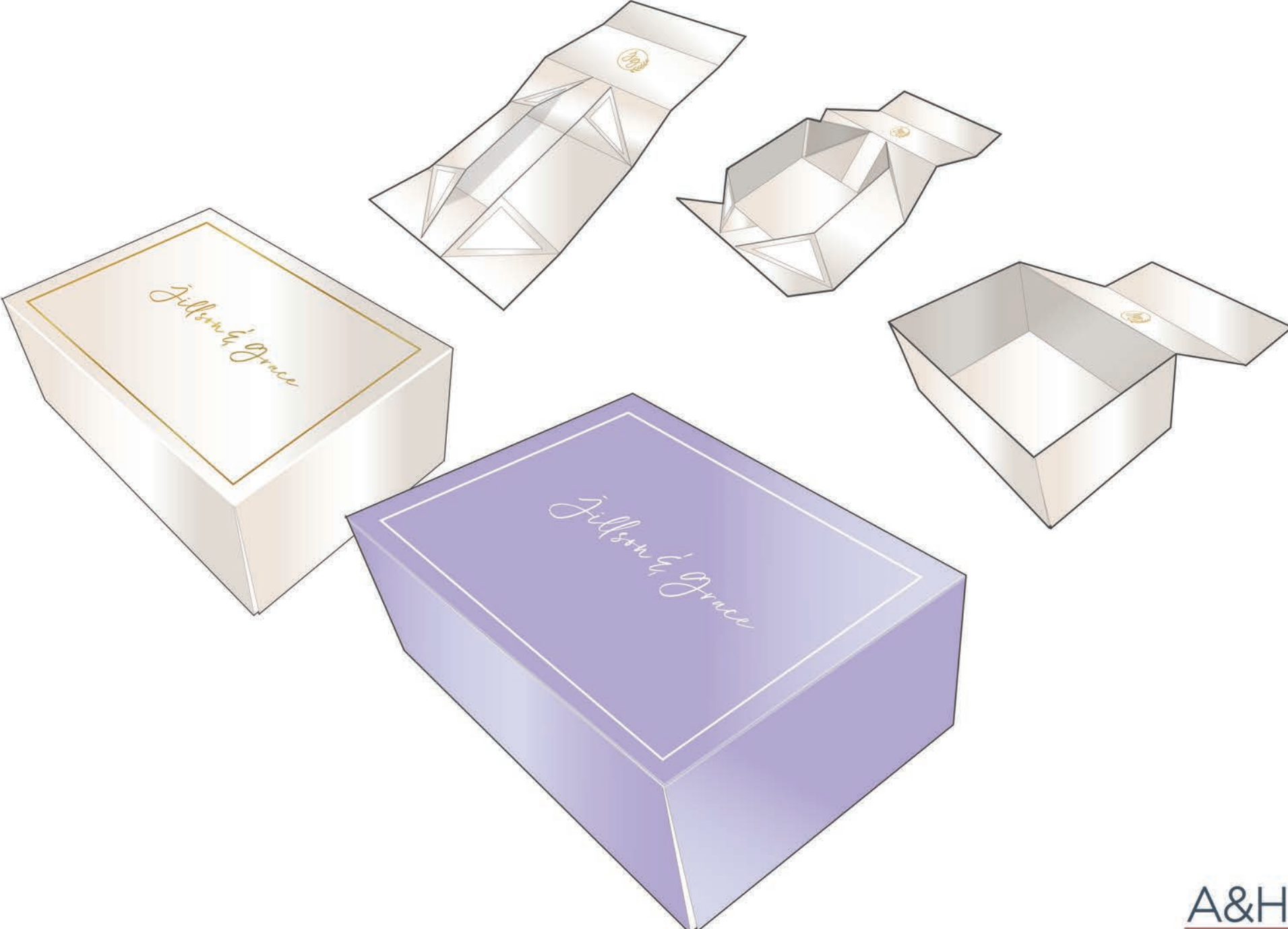


DAFFODIL

This theme features soft milky hues that reflect sweet vitality. Delicate shades of blue and green are a nod to the eternal cycle of life, while more zesty colors like daffodil yellow remind us that the sun will rise again tomorrow and represent strength in fragility. Sheer elements and holographic bursts of botanical flower blooms add a sense of gentle allure and natural elegance.

A&H WORLDWIDE | NATURE'S GIFT





A&H WORLDWIDE | NATURE'S GIFT



Merry & Bright

HOLIDAY TREND 2023



Celebratory

Whimsical

Jovial

Make the season BRIGHT! As our world regains a sense of normalcy post pandemic, it is more meaningful than ever to rejoice, let loose, and celebrate this holiday season. The blending of unconventional vibrant colors and vintage holiday patterns pull us back to a time of nostalgic childlike joy and carefree celebration.



Merry & Bright

CORE COLORS



TRUE RED



BUBBLEGUM



GRINCH GREEN



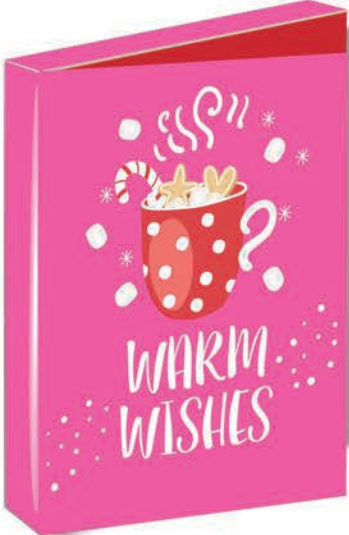
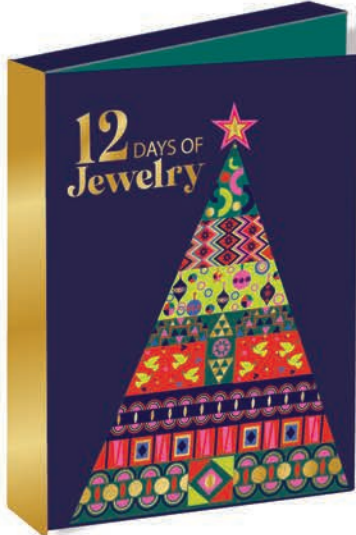
WINTER SKY



SUGAR PLUM

This palette puts a whimsical spin on traditional holiday hues, adding festive pops of bubblegum pink and sugar plum purple. Elements of metallic foils and glossy varnishes in contrast with luxurious flocking and soft touch finishes elevate the vibe, while animated patterns and punchy colors maintain the lighthearted mirthful essence embodied by this trend.

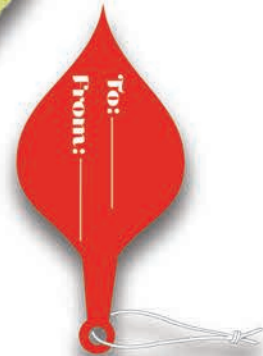
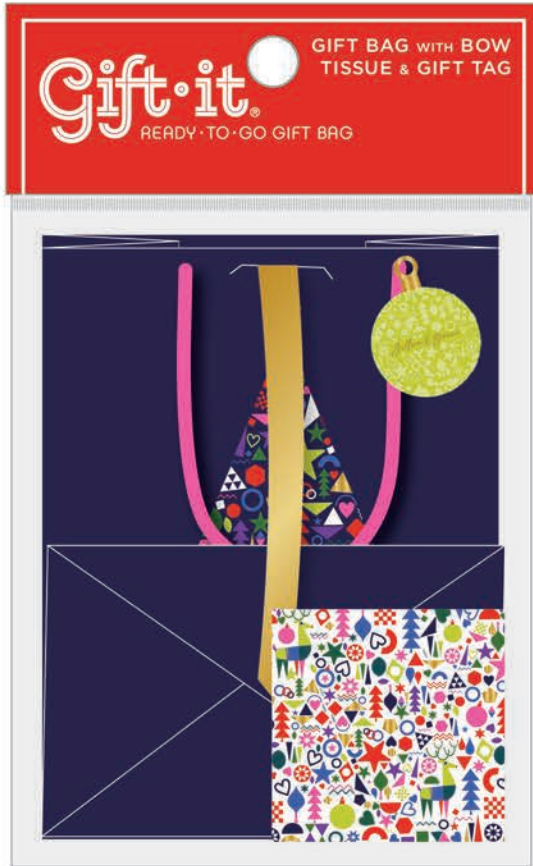
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PLASTIC STAR ORNAMENT



We're excited
to show you our new
2023 Trend Program!

We're Here to Help!

For more information on how you can incorporate these trends into your product packaging, please give us a call at **401-943-5040**
or email **sales@aandhworldwide.com**.

Be sure to visit us online at **www.aandhworldwide.com**