Textures & Patterns

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Texture and pattern elements
add visual interest and depth to a space, along with evoking mood and ambiance.

How to approach this trend:

- Strategically employ textures and patterns to direct attention and convey brand essence

- Optimize resources with printed materials that evoke textural aesthetics, ensuring a cohesive brand identity across a multitude of stores

- Keep in mind the environment and scale of your store

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