StadiumSupply® by Stadium Goods

HOLIDAY HANDBOOK

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

2026

ORDER VOLUME UPLIFT

The Holidays are here.
Prepare for 2x order volume.

UPLIFT 72%

NOV 8TH - DEC 28TH

PRIORITIES

RUNNING LOW



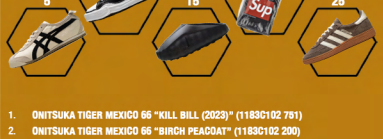
The following Best Sellers are low on stock - list your inventory to secure buy box ahead of holiday demand.

1. ONITSUKA TIGER MEXICO 66 "KILL BILL (2023)" (1183C102 751)
2. MMY PETERSON OG SOLE CANVAS LOW "BLACK" (A01FW702 BLK)
3. ONITSUKA TIGER MEXICO 66 "BIRCH BLACK" (1183B391 200)
4. ONITSUKA TIGER MEXICO 66 "BLACK/WHITE" (1183C102 001)
5. NEW BALANCE 530 "DARK MUSHROOM" (MR530SNC)
6. SALOMON XT-6 "COFFEE FRENCH ROAST" (L47866100)
7. NIKE MIND 001 "BLACK CHROME" (HQ4307 001)
8. NEW BALANCE 9060 "BLACK" (U9060510)
9. ADIDAS CTT CHINESE TRACK TOP 3.0 "GREY" (KR0298)
10. ONITSUKA TIGER MEXICO 66 "BEIGE GRASS GREEN" (1183C102 250)
11. NIKE AIR BAKIN "VARSITY RED (2026)" (IQ0366 600)
12. NIKE MIND 001 SLIDE WMNS "PEARL PINK" (HQ4309 610)
13. SALOMON XT-6 "BLACK COFFEE / BITTER CHOCOLATE" (L49306600)
14. ADIDAS CTT CHINESE TRACK TOP 3.0 "COLLEGIATE BURGUNDY" (KR0294)
15. RICK OWENS JUMBOLACE LOW SNEAKS "DUST MILK" (DU01F4819D0W2 3411)
16. SWATCH BIOCERAMIC ROYAL POP "AUDEMARS PIGUET-OTTO ROSSO" (SSX03R100N)
17. SAUCONY PROGRID OMNI 9 WMNS "PINK" (S610312 650)
18. UGG CLASSIC SHORT II BOOT WMNS "CHESTNUT" (1016223 CHE)
19. UGG ZORA BALLET FLAT WMNS "SAND" (1178111 SAN)
20. NIKE KOBE 9 EM TB "GAME ROYAL" (IH1401 400)

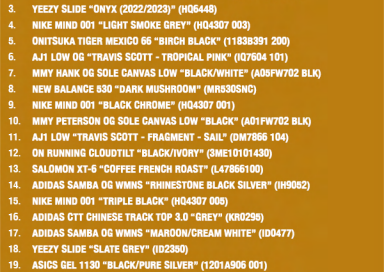
UGG VOLUME

THIS YEAR (TRENDING SEPT 2026)

1. TASMAN.....CHESTNUT
2. TASMAN II SLIPPER WMNS.....CHESTNUT
3. ZORA BALLET FLAT WMNS.....CHESTNUT
4. GOLDENSTAR CLOG WMNS.....BLACK
5. TASMAN II SLIPPER WMNS.....PINK DAWN
6. TASMAN SLIPPER WMNS.....CASPIAN BURNT CEDAR
7. TASMAN II SLIPPER WMNS.....SAND DARK CHERRY
8. TAZZ II SLIPPER WMNS.....SAND
9. ZORA BALLET FLAT WMNS.....DUSTED COCOA
10. TAZZ CASPIAN WMNS.....BURNT CEDAR



UGGS SALES TREND Q4 2025



UGG: MEET THE DEMAND

Maximize UGG sales during peak holiday demand by optimizing stock levels and competitive pricing.

The following brands are showing promising growth across our key channels- target them to maximize your sales.

QUARTERLY (Q2 - Q3) GROWTH

BRANDS

SHOES
1. MERRELL
2. BRAVEST STUDIOS
3. BROOKS
4. RICK OWENS

APPAREL & ACCESSORIES
1. MONCLER
2. POKEMON
3. MIXED EMOTIONS
4. KSUBI
5. GALLERY DEPT

YEARLY (25' - 26') GROWTH

BRANDS

SHOES
1. BROOKS
2. MAISON MIHARA YASUHIRO
3. SALOMON
4. VANS
5. CLARKS

APPAREL & ACCESSORIES
1. SWATCH
2. VALE
3. GV GALLERY
4. GALLERY DEPT
5. ENFANTS RICHES DEPRIMES

EMERGING BRANDS

Based on buyer signals, we expect to see the following brands climb the lists above in the coming months.

MERRELL - ON - CHROME HEARTS
ERIC EMANUEL - ENFANTS RICHES DEPRIMES

ENFANTS RICHES DÉPRIMÉS

SEARCH TRENDS

These key terms specifically bring users to Stadium Goods. Supply items that fall into these categories for maximum exposure.

- HELLSTAR
- SICKO HIKING SHOES
- GV GALLERY
- OFF WHITE SHOES
- MURD333R FM
- ACTION BRONSON SHOES
- RBERRY JEANS

TOP 25

(SEPT 2026) BEST SELLERS

1. ONITSUKA TIGER MEXICO 66 "KILL BILL (2023)" (1183C102 751)
2. ONITSUKA TIGER MEXICO 66 "BIRCH PEACOAT" (1183C102 200)
3. YEEZY SLIDE "ONYX (2022/2023)" (HQ6448)
4. NIKE MIND 001 "LIGHT SMOKE GREY" (HQ4307 003)
5. ONITSUKA TIGER MEXICO 66 "BIRCH BLACK" (1183B391 200)
6. AJ1 LOW OG "TRAVIS SCOTT - TROPICAL PINK" (IQ7604 101)
7. MMY HANK OG SOLE CANVAS LOW "BLACK/WHITE" (A05FW702 BLK)
8. NEW BALANCE 530 "DARK MUSHROOM" (MR530SNC)
9. NIKE MIND 001 "BLACK CHROME" (HQ4307 001)
10. MMY PETERSON OG SOLE CANVAS LOW "BLACK" (A01FW702 BLK)
11. AJ1 LOW "TRAVIS SCOTT - FRAGMENT - SAIL" (DM7866 104)
12. ON RUNNING CLOUDTILT "BLACK/IVORY" (3ME10101430)
13. SALOMON XT-6 "COFFEE FRENCH ROAST" (L47866100)
14. ADIDAS SAMBA OG WMNS "RHINESTONE BLACK SILVER" (IH9082)
15. NIKE MIND 001 "TRIPLE BLACK" (HQ4307 008)
16. ADIDAS CTT CHINESE TRACK TOP 3.0 "GREY" (KR0298)
17. ADIDAS SAMBA OG WMNS "MAROON/CREAM WHITE" (ID0477)
18. YEEZY SLIDE "SLATE GREY" (ID2350)
19. ASICS GEL 1130 "BLACK/PURE SILVER" (1201A906 001)
20. SUPREME HANES TAGLESS BOXER BRIEFS (4) "BLACK" (SU0641)
21. ONITSUKA TIGER MEXICO 66 "SILVER OFF WHITE" (THL7C2 9399)
22. ON RUNNING CLOUDTILT WMNS "BLACK/IVORY" (3WE10051430)
23. AJ1 LOW "TRAVIS SCOTT - MEDIUM OLIVE" (DM7866 200)
24. ONITSUKA TIGER MEXICO 66 "BLACK/WHITE" (1183C102 001)
25. ADIDAS HANDBALL SPEZIAL WMNS "EARTH STRATA GUM" (IF6490)