



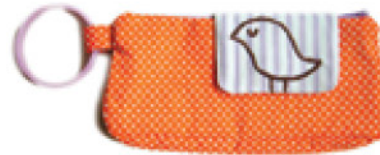
Kellogg characters enter the bold new world of Kidults - stylish young adults that just don't want to grow up. Who can blame them? Inspired by technology and simple youthful graphics, this collection is animated in feeling and electric with color. Iconic characters are refreshed yet remain true to the core.

For Character & Brands Licensees



Kidult vintage updates

- geometric shapes, clean lines, charms, cotton, denim, corduroy
- international, simplified, bright fresh palette
- pattern on pattern, large patterns, very tight patterns
- embroidered patches, appliqué, texture within shape



Trend Board

Toucan Sam (CHR01_Retro)



Tony the Tiger (CHR02_Retro)

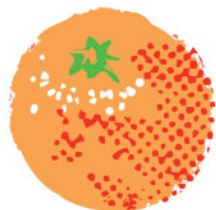


Snap Crackle Pop (CHR03_Retro)

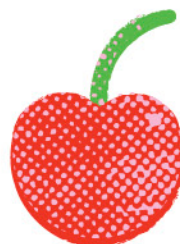




good (ICN01_Retro)



orange (ICN02_Retro)



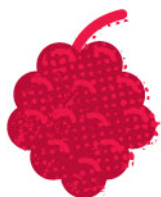
cherry (ICN03_Retro)



banana1 (ICN04_Retro)



banana2 (ICN05_Retro_Retro)



raspberry (ICN06_Retro)



strawberries (ICN07_Retro)



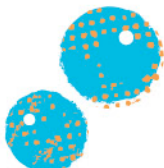
lime wedge (ICN08_Retro)



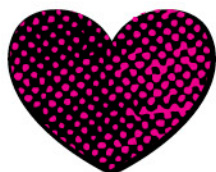
orange wedge (ICN09_Retro)



lemon (ICN10_Retro)



blueberries (ICN11_Retro)



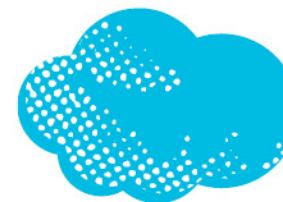
heart (ICN12_Retro)



bee (ICN13_Retro)



cloud1 (ICN14_Retro)



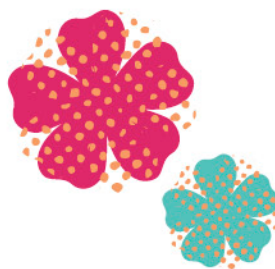
cloud2 (ICN15_Retro)



tree (ICN16_Retro)



flower (ICN17_Retro)



tropical flowers (ICN18_Retro)



moon (ICN19_Retro)



sun (ICN20_Retro)



Badge 01 Retro



Badge 02 Retro



Badge 03 Retro



Optional Border Retro



Badge 04 Retro



Badge 05 Retro



Badge 06 Retro



Badge 07 Retro



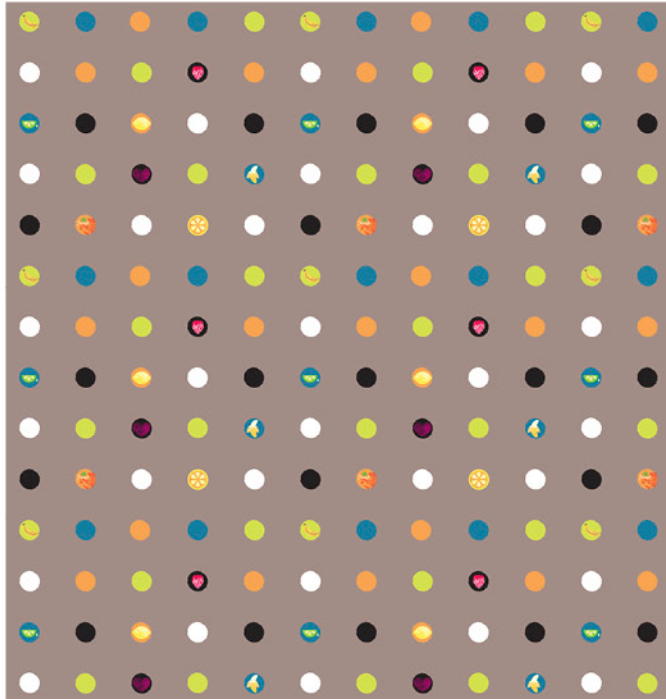
Badge 08 Retro



Badge 09 Retro



Badge 10 Retro



Pattern 01 Retro



Pattern 02 Retro