



Head of ideas.

PRESS RELEASE

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Young people travel into the multiverse with the trend line 2025 from STAEDTLER

Anything seems possible in the multiverse. And the new trend line from STAEDTLER also stands for unlimited creativity: under the motto "meet me in the multiverse", the 2025 pencil collection picks up on motifs from digital worlds that young people often engage with. The stationery in a trendy design is a must-have for young people who like to immerse themselves in fantasy worlds and be inspired by them.

Two dimensions of a digital world

The STAEDTLER trend line picks up on thematic trends from the world of young people. In 2025, it surprises with a look into the multiverse. The motifs on the products reference the visuality of digital and multidimensional parallel worlds that children and young people recognise from computer games, streams and social media. Two key visuals in bold colours show two dimensions of an imaginary world: a dark one with neon highlights and a light one with warm colours. Anyone looking into these fantasy landscapes, which are reflected kaleidoscopically in crystals, is immersed in another sphere.

Taken from the world of teenagers

There is often more than one reality in teenagers' lives: they dream of fantastic worlds, explore alternative life scenarios and cross borders into other dimensions. Under the motto "meet me in the multiverse", trend line 2025 picks up on these worlds from games and streaming content as well as the fantasies of the young target group itself. The mountain landscape, which reflects infinite times in crystals, and the green hand guiding the pen on the key visuals allude to the multidimensional representations of the multiverse and at the same time open up space for unlimited creativity.

Practical stationery in two colour variations

The trend line 2025 includes stationery that is used particularly frequently by children and young people: Coloured pencils and pencils, double-ended twin colour pens and ballpoint pens. In order to satisfy the desire for different colour worlds, the coloured pencils, double-fibre pens and ballpoint pens are available in two colour variations - corresponding to the two dimensions of the multiverse, which are conveyed in the key visuals. Five different sets are available for each of the two fantastic worlds. One of them contains the practical combination of pencils, sharpener and eraser - perfect for everyday school and study. At the point of sale, all sets can be presented in a display and attract everyone's attention with their eye-catching packaging.

The STAEDTLER trend line

Every year, STAEDTLER creates a unique collection of stationery that focuses on the needs and lifestyles of young customers with the latest trends and trendy motifs. The trend line writing instruments are not only aesthetically pleasing, but also extremely functional. They are equally suitable for school and leisure. Their eye-catching design makes them the perfect choice for young people looking for unusual stationery.

You can find more information at:
www.staedtler.com



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Caption:

Imaginative worlds and digital dimensions:
The STAEDTLER trend line 2025 picks up on
the aesthetics of games and streaming
content.

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Caption:

Two dimensions of the fictitious multiverse
are reflected in two key visuals and
corresponding colour variations.

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About STAEDTLER

STAEDTLER ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and modelling products and is one of Germany's oldest industrial companies. With its products, STAEDTLER inspires the creativity of its customers throughout their life: from their first attempts at colouring in early childhood to products for creative work. The writing and creative goods manufacturer offers a wide range of high-quality products for all ages and demands, constantly developing new approaches to connect analogue tradition and digital innovation. STAEDTLER headquarters are located in Nuremberg. It currently employs almost 2000 people worldwide and is represented by affiliates in 25 countries. www.staedtler.com

Contact:

Britta Ender
Head of Corporate Communications

STAEDTLER SE
Moosäckerstrasse 3
D-90427 Nuremberg

Tel: +49 (0) 911 9365-821
Email: pr@staedtler.com