

Hatswork Round-Up: December 26, 2019



I hope you all had a [Merry Christmas](#)! Today, I have another take on the [ugly Christmas sweater](#) for you. We will also look at utilizing branded merchandise within the [hotel](#) and [hospitality industries](#), and another [restaurant](#) drops a merch line.

Promo Marketing

[These Ugly Sweater Running Shoes Show Anyone Can Get in on the Holiday Decoration Trend](#)

We have looked at several versions of the classic [ugly Christmas sweater](#) lately, but this one took even me by surprise. One [sneaker brand](#) got in the [holiday](#) spirit by designing a [running shoe](#) to resemble a knitted sweater complete with [Christmas trees](#), reindeer, and jingle bells that chime with every step.

ASI

[Hot Market: Hip Branded Merchandise for Hotels](#)

This article looks at several [high-end hotels](#) and the exclusive promotional products they are selling both [online](#) and in their [hotel](#) lobby stores. They're selling everything from hats to candles for [travel enthusiasts](#).

PR Newswire

[IHOP Announces Opening of a PancakeWear Shop, and Online Retail Destination Dedicated to the World's Best Food](#)

It seems like every [restaurant chain](#) under the sun has its own line of apparel and accessories for fans and foodies nowadays, and it is easy to see why. They work and consumers love them. Every time I read an article about new promotional products from a [restaurant](#), they sell out almost instantaneously.

Now, you can add [IHOP](#) to that list.

- Bright and Cheery [Holiday Sweaters](#)]- Cheeky [Tote Bags](#)]- Pancake-Themed [Socks](#)]- Breakfast Line-Up of [Enamel Pins](#)]- Retro-Inspired T-Shirts **Pancake-Obsessed Trucker Hats**- Breakfast-Centric [Onesies](#)

Of all the [restaurant merch](#) we have covered, which is your favorite? Tell us why in the comments below, and don't forget to follow us on Instagram and [Facebook](#) using the hashtag #hatswork.