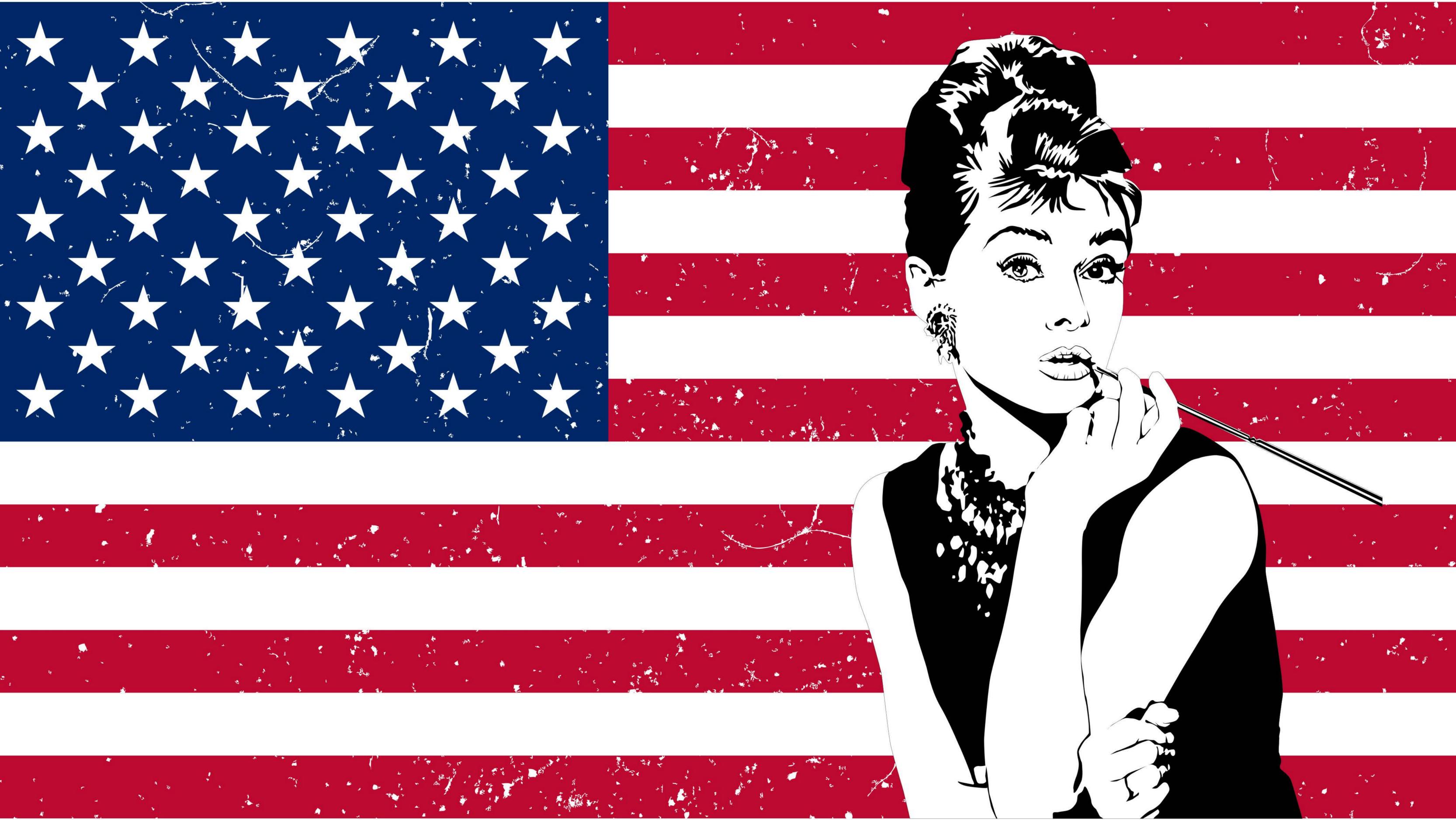


# How to design t-shirts that sell on Merch

You need to think about:

1. The niche or the audience
2. The design



# Merch t-shirt design ideas

- 1. Topical.** You can see what's trending on Twitter, or on Google Trends.
- 2. Events.** Fathers' day, Valentine's day, Halloween, Christmas, etc.
- 3. Evergreen.** T-shirts for professions, hobbies, inspirational messages, etc.

# Designs that sell well

Simple, colorful, high contrast  
Silhouettes and simple imagery  
Active or action characters  
Distressed designs