

Trends International Announces Kenneth Smith as President and Chief Executive Officer

Experienced executive to lead company's next phase of retail, digital commerce and strategic growth

Indianapolis, Ind., October 19, 2026 /PRNewswire/ — Trends International, LLC, a leading publisher and manufacturer of licensed posters, calendars, stickers, wall art and social stationery products, today announced that **Kenneth Smith has been appointed President and Chief Executive Officer, effective May 2026.**

Smith will spearhead the company's overall strategic direction and growth initiatives across its retail, wholesale, e-commerce, licensing and direct-to-consumer businesses. In his role, Smith will oversee Trends International and its portfolio of digital businesses, including **Art.com and AllPosters.com.**

Smith's appointment comes as Trends International enters a new phase of expansion focused on broadening its retail presence, accelerating e-commerce, strengthening strategic customer relationships, developing new products and licenses, and pursuing partnerships and business opportunities.

"I am honored to lead Trends International and build on the strong foundation established by the company, its founders and its talented employees," said **Kenneth Smith**, "We have an exceptional portfolio of brands, licenses, products and customer relationships, and we see significant opportunities to grow the business. Our focus will be on strengthening our retail partnerships, accelerating our digital businesses, developing innovative products and creating new strategic opportunities that deliver value for our customers, consumers, licensors and partners."

Expanding Retail and Digital Footprint

Under Smith's leadership, Trends International will continue to invest in its core retail business while broadening its digital commerce capabilities.

The company is focused on deepening relationships with major retailers, expanding distribution, improving merchandising, and developing new product platforms designed to create incremental sales opportunities.

Trends will also continue to build **Trends Digital**, bringing together the company's e-commerce capabilities and creating a platform for future digital growth and potential e-commerce acquisitions.

The company's digital portfolio includes **Art.com and AllPosters.com**, providing consumers with access to millions of images, posters, prints, wall art, and complementary décor.

"Trends has a tremendous opportunity to build upon its heritage while positioning the company for the future," Smith said. "We are focused on growth, but equally important is how we achieve that growth — through strong customer partnerships, disciplined execution, innovation and a culture that empowers our people to succeed."

Strategic Priorities

Smith's leadership agenda includes several key areas of focus:

- **Retail growth** — Expand relationships and sales with major national retailers and specialty channels.
- **Product innovation** — Develop new product formats, displays and seasonal programs that create incremental retail opportunities.
- **Digital commerce** — Accelerate the growth of Trends Digital, Art.com and AllPosters.com.
- **Strategic partnerships** — Forge new licensing, brand and business partnerships that expand the company's market opportunity.
- **Operational excellence** — Improve organizational alignment, processes, technology, and execution across the company's businesses.
- **Talent and culture** — Build a high-performing organization focused on accountability, innovation, customer service and sustainable growth.

"Kenneth brings a strong combination of leadership, customer focus and business development experience to Trends International," said **Phil St. Jean, Founder and Co-Executive Chairman of Trends International**. "His vision for the company and his commitment to our customers, employees and partners make him the right leader for this next chapter. We are excited about what the future holds for Trends International and its businesses."

About Kenneth Smith

Kenneth Smith is an experienced business executive with a background in sales leadership, strategic account development, business development, customer relationships, and organizational transformation. Throughout his career, Smith has focused on developing strategic growth initiatives, building high-performing teams, and creating long-term partnerships with major customers and business partners. As president and chief executive officer of Trends International, Smith is responsible for the company's overall strategy, growth, organizational leadership and business performance.

About Trends International

Trends International, LLC is a leading publisher and manufacturer of licensed posters, calendars, stickers, wall art and social stationery products. Established in 1987, Trends built its business around strong partnerships between licensors, retailers and licensees. Today, the company delivers a broad portfolio of licensed and proprietary products distributed through major retail, specialty, and digital channels.

Art.com, acquired by Trends International in 2023, is a leading online specialty retailer of high-quality wall art and complementary décor. The business offers millions of images and products through its digital commerce platform and interactive visualization tools.

AllPosters.com, part of the Trends International family of businesses, offers consumers a broad selection of posters, prints and wall décor.

For more information about Trends International, Art.com, AllPosters.com or Kenneth Smith, contact:

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