

# Michaels Predicts Adult Coloring Books Trend to Continue for Holiday 2015

## Popularity, Price Point Make Relaxing Activity a Top Gift Idea

IRVING, Texas, Sept. 17, 2015 (GLOBE NEWSWIRE) -- Summer's hottest book trend –[coloring books for adults](#) – will continue through fall and into the holiday season, according to market leader [Michaels](#) (Nasdaq:MIK), the world's largest arts and crafts specialty retailer.

Michaels, which has sold the books for more than a decade, has a 15 percent market share of the [adult coloring book](#) business, based on BookScan data, and has seen about a one-third jump in sales so far this year over last year. Social media has helped drive the trend, with more than 400,000 posts on Instagram with #coloringbook.

"Coloring books for adults, featuring images of mandalas, nature, animals and more, are seen by many as a way for adults to de-stress and remove themselves from technology," said Michaels Vice President of Trend and Design Idalia Farrajota. "The books are enormously popular, and with their great price point – most are under \$20 – they're an ideal holiday gift for friends, relatives, teachers and co-workers."

Some psychologists say the creative activity can be helpful for relaxation and focus. It has also become an increasingly popular social activity, with enthusiasts forming groups that gather together regularly to color or organizing coloring meetups through social media.

The books' intricate designs can be filled in with pens, pencils or crayons. Each book features around 30 designs to provide hours of coloring that can be done anytime, anywhere.

Coloring books for adults, including national bestsellers by Johanna Basford, are available in stores or at [www.Michaels.com](http://www.Michaels.com).

### About The Michaels Companies, Inc.

The Michaels Companies, Inc., is North America's largest specialty retailer of arts and crafts. As of Aug. 1, 2015, the Company owns and operates 1,186 Michaels stores in 49 states and Canada and 118 Aaron Brothers stores, and produces 11 exclusive private brands including Recollections®, Studio Decor®, Bead Landing®, Creatology®, Ashland®, Celebrate It®, ArtMinds®, Artist's Loft®, Craft Smart®, Loops & Threads® and Imagin8®.

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