

The Secret Life Of Pets Official 2017 Square Calendar

The Secret Life of Pets Official 2017 Square Calendar: A Collector's Item and More

The year 2017 saw the release of a charming collectible for fans of Illumination's hit animated film, *The Secret Life of Pets*: an official square calendar. More than just a way to track appointments, this calendar offered a unique window into the adorable world of Max, Duke, Snowball, and the rest of the beloved pet gang. This article delves into the specifics of this now-rare item, exploring its features, its value for collectors, and its enduring appeal. We'll examine its design, its use as a planning tool, and the reasons why it remains sought after by fans today. Keywords that will be explored include: **Secret Life of Pets calendar 2017**, **Illumination Entertainment merchandise**, **vintage pet calendars**, **collector's item**, and **Max and Duke calendar**.

Introduction: A Peek into Their World

The *Secret Life of Pets* official 2017 square calendar wasn't just another mass-produced calendar; it was a carefully crafted piece of merchandise that captured the film's vibrant spirit and endearing characters. It featured high-quality images, showcasing the playful antics and heartwarming moments from the movie. This wasn't simply a functional item; it was a piece of memorabilia that allowed fans to bring a bit of the film's magic into their daily lives. Its square format, unusual for a typical calendar, made it a visually distinctive item, further enhancing its appeal.

Design and Features: More Than Just Dates

The calendar itself boasted a striking design. Unlike traditional calendars that often feature generic scenery or minimalist aesthetics, this *Secret Life of Pets* calendar showcased full-color images of the beloved characters. Each month featured a different scene from the film, often focusing on a specific character or group of characters. This made it more than just a functional planner; it was a visual feast for fans, a constant reminder of the film's humor and heartwarming moments. The square format, measuring approximately 12x12 inches (though exact dimensions might vary slightly), made it a unique addition to any desk or wall. The high-quality printing ensured that the images were vibrant and clear, preserving the detail and charm of the original animation. The paper stock was also notably thicker than many standard calendars, adding to the calendar's overall feel of quality.

Usage and Practicality: Beyond Decoration

While its aesthetic appeal is undeniable, the *Secret Life of Pets* official 2017 square calendar also served its primary function effectively. The layout was user-friendly, with ample space to write appointments, birthdays, and other important dates for each month. The square format, while unusual, didn't hinder usability. Furthermore, the twelve monthly pages often included smaller, supplementary sections for noting additional information or tasks. For those who owned it, the calendar seamlessly blended functionality with fandom, turning a mundane task like scheduling into an enjoyable experience. This highlights the dual role of the calendar as both a decorative item and a functional planner.

Collectibility and Value: A Growing Market

Today, the *Secret Life of Pets* official 2017 square calendar is no longer readily available in stores. This scarcity has made it a highly sought-after item among collectors of movie memorabilia and fans of the *Secret Life of Pets* franchise. Its value has appreciated over time,

becoming more valuable as a collector's item. Online marketplaces often list this calendar, with prices reflecting its scarcity and condition. The better the condition, and the more complete the calendar, the higher the price tends to be. This underscores the importance of proper storage and handling for those lucky enough to own one. This makes it a valuable addition to any serious *Secret Life of Pets* memorabilia collection, becoming more desirable as time passes and the film itself gains in cultural significance. The market for vintage pet calendars, and specifically those featuring popular animated characters, is a growing niche market.

Conclusion: A Lasting Legacy

The *Secret Life of Pets* official 2017 square calendar transcends its simple function as a planner. It serves as a nostalgic piece of merchandise, a testament to the film's popularity, and a valuable item for collectors. Its unique square format, high-quality design, and charming imagery have solidified its place within the world of movie memorabilia. Even years after its release, it continues to hold a special place in the hearts of fans, a delightful reminder of the film's warmth and humor. The calendar's enduring appeal speaks to its inherent charm and its successful blending of functionality and aesthetic appeal. Its rarity only adds to its value, confirming its status as more than just a calendar; it's a cherished piece of pop culture history.

FAQ: Unpacking the Calendar's Mysteries

Q1: Where can I find this calendar now?

A1: Due to its release several years ago, finding this specific calendar new is highly unlikely. Your best bet is to check online marketplaces like eBay, Etsy, or specialized collector's websites. Be prepared to pay a premium due to its scarcity. Be aware of sellers' reputations and inspect images carefully to assess the calendar's condition before purchasing.

Q2: What is the approximate value of the calendar?

A2: The value varies greatly depending on the calendar's

condition, completeness (all 12 months present), and the seller's market price. Generally, expect to pay more for calendars in pristine condition, with minimal wear and tear. Researching recent sales on online marketplaces is the best way to get an accurate sense of the current market value.

Q3: Are there other *Secret Life of Pets* calendars?

A3: Illumination Entertainment released other merchandise associated with *The Secret Life of Pets*, including various other calendars and planners across different years and formats. However, the 2017 square calendar remains particularly popular due to its specific design and features.

Q4: What makes this calendar unique?

A4: Its unique square format sets it apart from typical calendars. The high-quality printing, use of vibrant imagery directly from the movie, and the scarcity of the item all contribute to its unique appeal and collector value.

Q5: Is it worth buying if I'm not a collector?

A5: If you are a huge fan of *The Secret Life of Pets* and appreciate charming memorabilia, it could be a worthwhile purchase, even if you don't intend to resell it. But if you are primarily looking for a functional calendar, there are many more readily available and cheaper alternatives.

Q6: Can I find digital versions of the calendar images online?

A6: While some individual images might be found online, finding a complete, high-resolution digital replica of the entire calendar is unlikely. The images available online may be low resolution and taken from various sources, not necessarily capturing the full visual quality of the original printed calendar.

Q7: How should I store the calendar to preserve its value?

A7: To maintain its value, store the calendar in a cool, dry place away from direct sunlight and moisture. Consider using an acid-free archival storage sleeve or bag to protect it from dust and potential damage.

Q8: What are the chances of finding an unused calendar?

A8: Finding a completely unused and unopened 2017 *Secret Life of Pets* square calendar is highly improbable. Most available calendars will show some degree of use or age. Be sure to scrutinize the seller's description and photos carefully to assess the condition accurately.

Decoding the Delight: A Deep Dive into the Secret Life of Pets Official 2017 Square Calendar

The twelvemonth 2017 signified a pivotal moment for fans of Illumination Entertainment's cartoon hit, "The Secret Life of Pets." Beyond the huge screen success, the film's popularity manifested into a range of merchandise, one of the most fascinating being the official square calendar. This seemingly simple article actually holds a wealth of clues into the film's production, marketing approaches, and the enduring allure of its adorable personages. This article aims to unravel the secrets hidden within this seemingly usual 2017 calendar.

A Visual Feast: Design and Aesthetics

The calendar itself is a exhibition of artistic ability. Each season showcases a diverse illustration taken from the film. The spectrum is bright, emulating the dynamism and comedy of the movie. The square shape is unusual for a calendar, offering it a different appearance that stands out from the mass. The images are not simply stills from the film; many are specifically ordered illustrations, capturing the essence of each character's character. This focus to precision transforms the calendar from a simple instrument for following dates into a collectible object of fan illustration.

More Than Just Dates: Marketing and Cultural Impact

The calendar's being itself acts as a strong marketing instrument. It prolongs the film's existence beyond its theatrical debut, preserving involvement with the fanbase even subsequent to the movie's departure from theaters. The

planner's layout and imagery reinforce the film's brand identity, subtly marketing the characters and their relationship. It exploits into the sentimental bond among fans and the film's realm, transforming a practical object into a emblem of fandom. This is a classic example of successful following-release marketing strategy.

A Collector's Item: Value and Legacy

Today, the Secret Life of Pets Official 2017 Square Calendar holds a particular standing amongst collectors of film memorabilia. Its rarity, united with its aesthetic merit, adds to its overall price. Finding one in perfect shape is a challenge, rendering it a prized possession for fans of the film. Its status as a piece of pop culture history is certain, mirroring a moment in time when "The Secret Life of Pets" seized the hearts and thoughts of audiences internationally.

Conclusion

The Secret Life of Pets Official 2017 Square Calendar, while seemingly a ordinary item, represents a intriguing intersection of movie marketing, aesthetic style, and fan society. Its format, illustrations, and historical importance combine to create a special and prized item. It serves as a physical reminder of the film's success and enduring charm, offering a view into the internal sphere of film promotion and the power of fan involvement.

Frequently Asked Questions (FAQs)

Q1: Where can I find the Secret Life of Pets Official 2017 Square Calendar?

A1: Due to its age, finding this calendar will require some work. Online marketplaces like eBay or Etsy are your best chance. Check retro stores or online bidding sites as well.

Q2: Is the calendar still significant today?

A2: Yes, it remains important for collectors and fans of the film. Its infrequency and creative value contribute to its ongoing appeal.

Q3: What is the approximate price of the calendar?

A3: The value depends heavily on the calendar's shape and the seller's valuation strategies. Prices can vary considerably.

Q4: Are there other Secret Life of Pets calendars available?

A4: Yes, other calendars based on the film franchise have been released in following periods. However, the 2017 square calendar holds a special standing in fans' hearts due to its specific design and launch timing.

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