

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 indicated a important moment for fans of Illumination Entertainment's animated hit, "The Secret Life of Pets." Beyond the huge monitor success, the film's fame converted into a range of merchandise, one of the most fascinating being the official square calendar. This seemingly unassuming article actually contains a plethora of insights into the film's creation, marketing approaches, and the enduring appeal of its adorable creatures. This article aims to expose the mysteries hidden within this seemingly usual 2017 schedule.

A Visual Feast: Design and Aesthetics

The calendar itself is a display of artistic talent. Each month showcases a different image derived from the film. The palette is bright, emulating the dynamism and fun of the film. The rectangular format is unique for a calendar, giving it a separate look that rests out from the crowd. The images are not simply stills from the film; many are particularly commissioned illustrations, seizing the core of each character's temperament. This concentration to accuracy converts the calendar from a mere device for monitoring dates into a collectible item of fan art.

More Than Just Dates: Marketing and Cultural Impact

The calendar's being itself acts as a powerful marketing tool. It prolongs the film's existence beyond

its theatrical debut, preserving interaction with the fanbase even after the picture's leaving from cinemas. The calendar's format and illustrations strengthen the film's brand identity, subtly marketing the figures and their relationship. It taps into the sentimental connection between fans and the film's world, converting a useful object into a token of fandom. This is a typical example of successful post-release marketing tactic.

A Collector's Item: Value and Legacy

Today, the Secret Life of Pets Official 2017 Square Calendar holds a particular position amongst collectors of film memorabilia. Its scarcity, combined with its creative worth, adds to its overall worth. Finding one in mint state is a challenge, making it a valued possession for enthusiasts of the film. Its standing as a item of common society history is guaranteed, emulating a moment in time when "The Secret Life of Pets" grabbed the hearts and thoughts of audiences internationally.

Conclusion

The Secret Life of Pets Official 2017 Square Calendar, while seemingly a common item, embodies a captivating intersection of film marketing, creative format, and fan society. Its design, imagery, and cultural significance combine to create a particular and prized item. It serves as a tangible token of the film's achievement and enduring charm, offering a view into the internal sphere of film promotion and the power of fan engagement.

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 bet. Check antique stores or online sale sites as well.

Q2: Is the calendar still relevant today?

A2: Yes, it stays important for collectors and fans of the film. Its rarity and artistic merit contribute to its ongoing charm.

Q3: What is the estimated worth of the calendar?

A3: The value rests heavily on the calendar's state and the vendor's valuation approaches. Prices can change 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 possesses a particular standing in fans' hearts due to its specific style and release timing.

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