



# Press Loft's Christmas 2024 Trend Report

To catch up on all of our Christmas PR content, visit the [Press Loft video library](#)!





# Our Christmas 2024 trend predictions:





# Bow Accents

- This detail will continue to make a huge impact in fashion and decor.
- Bows can be found on dresses, accessories, gift wrapping, and decorations.
- Whether oversized or delicate, they capture the spirit of the season.
- An easy to replicate style that's perfect for creating standout looks and beautifully wrapped presents.

## Credits:

Avalon Home | Cox & Cox | Weaver Green | Tori Murphy | Lights4fun | Molly Mahon

## keywords:

Bows, Bow Accents, Ribbons, Satin, Velvet, Bow Details, Bow Decor, Hair Bows, Bow Decorations





# Scroogecore

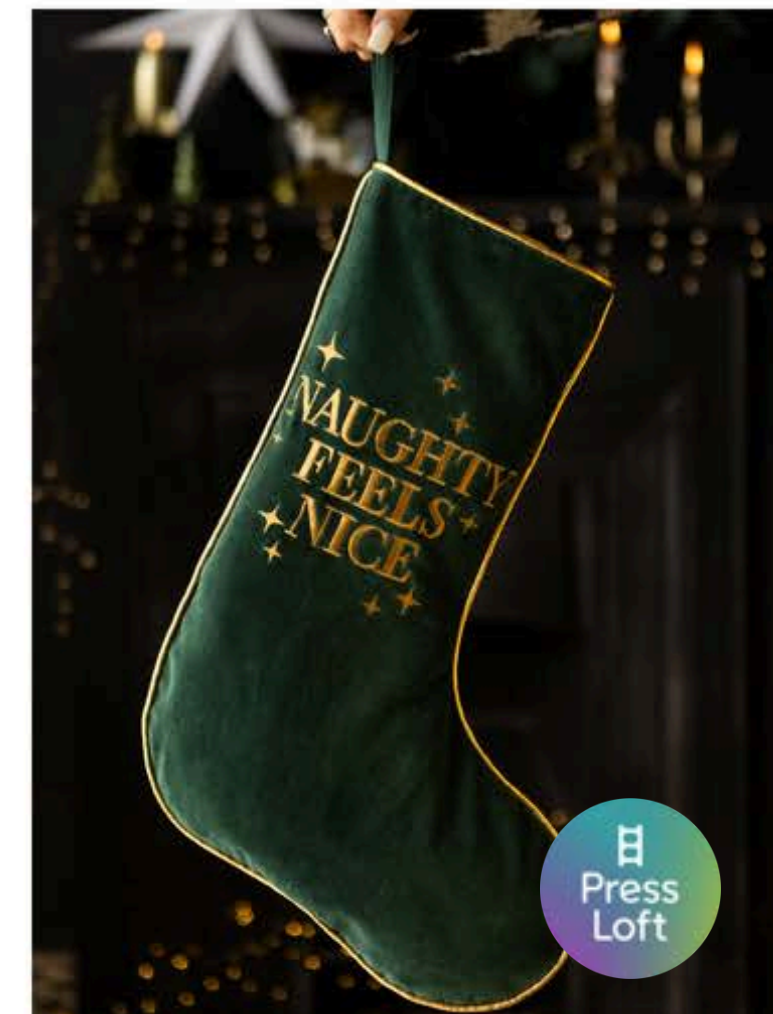
- Unconventional trend with darker colour palettes and tongue-in-cheek humour.
- Moody hues like classic blacks, charcoal greys and deep dark greens.
- Playful, sardonic decorations for a fun twist on traditional elements.
- Sophisticated yet quirky take on holiday style.

## Credits:

Rockett St George | Annie Sloan | Idyll Home | Ginger Ray |

## keywords:

Scroogecore, Dark Christmas, Moody, Alternative Christmas, Edgy, Humour, Sardonic, Sarcastic





# Homestead

- Vintage meets cosy comfort.
- Nostalgic touch with quilts, embroidered cushions, and rustic decor.
- Inspired by the “Grandmacore” aesthetic which has remained popular on both Pinterest and Tiktok.
- Serene and heartfelt “Hallmark” approach to holiday decorating.

## Credits:

The Cotswold Company | Wayfair | Lights4fun |  
Happy Linen Company | Top Drawer | Sophie  
Allport

## keywords:

Homestead | Hallmark | Cosy Christmas | Vintage  
Decor | Grandmacore | Kitsch | Nostalgic





# Candycane Stripes

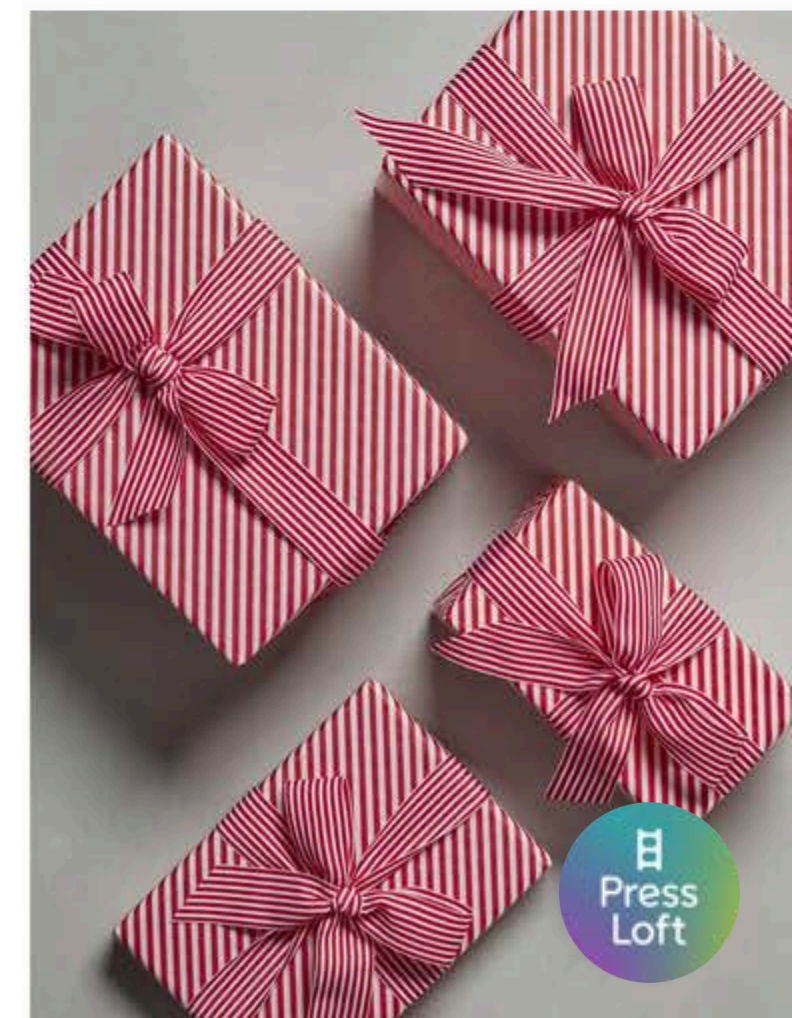
- A quintessential Christmas look inspired by the classic candy cane.
- Goes beyond traditional reds and whites —includes various colours and bolder styles.
- Stripes on gifts, table linens, and even our festive attire.
- Adds a fresh, stylish, and versatile element to celebrations.

## Credits:

Rose & Grey | Cox & Cox | TakaTomo.de |  
Annie Sloan

## keywords:

Candycane | Stripes | Striped | Festive Stripes |  
Striped Textiles | Pattern Play | Bold Stripes





# Tropical Christmas

- Infuses traditional holiday elements with tropical flair.
- Bright colors, exotic florals, and beach-inspired decorations.
- Palm trees with fairy lights, pineapple and flamingo ornaments.
- Ideal for warmer climates or those seeking a cheerful vibe.

## Credits:

Hornbywhitefoot PR | Pure Table Top | Hatchfully Yours | Talking Tables | Making Meadows | Cox & Cox

## keywords:

Tropical, Jungle, Beach Inspired, Tropical Christmas, Christmas Island, Exotic, Floral





# Statement glassware

- Perfect for those who love to host or elevate their everyday drinks
- Think beautifully designed wine glasses, intricately etched tumblers, and colourful cocktail glasses that add elegance to your table.
- Look for glassware with unique shapes, bold colours, or unconventional designs.

## Credits:

Rose & Grey | Gisela Graham London | Coco & Henry | Rockett St George | Pure Table Top

## keywords:

Statement Glasses, Colourful Glasses, Abstract, Hosting Gifts, Cocktails, Happy Hour





# Christmas Curb Appeal

- Transform home entry points into festive focal points.
- Lush garlands, twinkling lights, and eye-catching wreaths.
- Classic evergreen adornments or personalised touches.
- Creates an inviting atmosphere for guests.

## Credits:

Wayfair | Ivyline | Cox & Cox | Pooky | Solar Centre | Lights4fun

## keywords:

Outdoor Decor | Decorated Doorways | Wreaths | Outdoor Lights | Christmas Entryways





# DIY Details

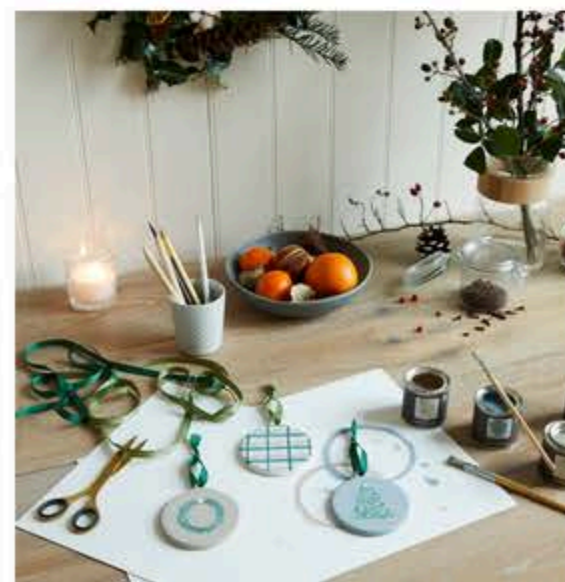
- DIY projects and handcrafted details take centre stage.
- Personalised ornaments, hand-knitted stockings, custom-made gift tags, and artisanal decorations.
- Encourages creativity, individuality and new traditions, plus offers more sustainable options for the holiday.

## Credits:

Lights4fun | Annie Sloan | Perlenfischer | Ginger Ray | Earthborn | Hyggestyle.co.uk

## keywords:

DIY, Chrustmas Crafts, Personalised, Handmade, sustainable, eco-friendly, new traditons





# Midnight Blues

- Brings the deep, rich tones of the night sky into your holiday decor.
- Incorporates deep blue in a variety of ways (e.g. blue velvet ribbons, navy ornaments, and shimmering lights), complemented by metallic silvers and golds.
- A micro trend that we think may be popular closer to the holiday season is Festive Chinoiserie

## Credits:

Ginger Eay | Wayfair | Cox & Cox | Earthborn | Sofa.com | Furniture And Choice

## keywords:

Midnight Blue, Navy, Dark Blue, Cobalt, Blue Decor, Blue Accessories





# Plum & Pine

- Combines the regal depth of plum purples with the timeless beauty of rich traditional greens
- Incorporate plum and green ornaments, ribbons, and even floral picks for added texture.
- For your table settings, consider using plum candles, green table runners, and centrepieces that blend these two rich colours seamlessly.

## Credits:

B&Q | Earthborn | Wayfair | Laura Ashley | Piglet in Bed | Heavenly Homes & Gardens

## keywords:

Plum, Pine, Purple, Green, Evergreen, Forest Green, Mulberry, Grape,





# Retro Gifting

- Celebrates giving with a vintage twist.
- Gifts evoke styles and memories of past decades.
- vintage-style clothing, retro kitchenware, or quirky decor items that capture the essence of a bygone era.
- Wrapped in old-school packaging for added nostalgia.

## Credits:

Rose & Grey | Desenio | Lust Home | Nedgis |  
Wallsauce.com | Melody Maison

## keywords:

Retro, Nostalgic, 70s, 80s, Retro Gifting,  
Throwback gifts





# Food for Thought

- A delicious twist to gift-giving, offering a selection of culinary-inspired presents that tantalise the taste buds and delight the eye.
- Picture prints featuring colourful cocktails and mouth watering dishes, kitchen accessories adorned with playful food motifs, and delicious gourmet treats

## Credits:

Maddison Ball Creative | Miccuci Interiors | Cox & Cox | Making Meadows | | Rose & Grey | Rockett St George

## keywords:

Foodie, Food Inspired, Food Themed, Novelty Gifts, Chef Gifts.





# Western influences

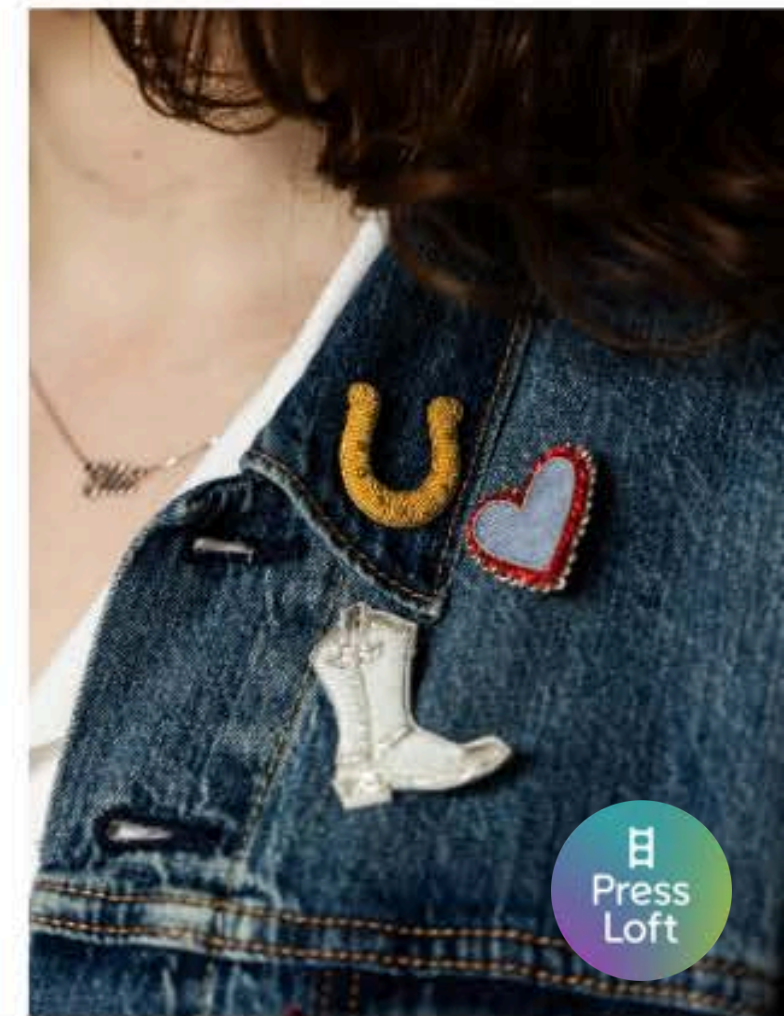
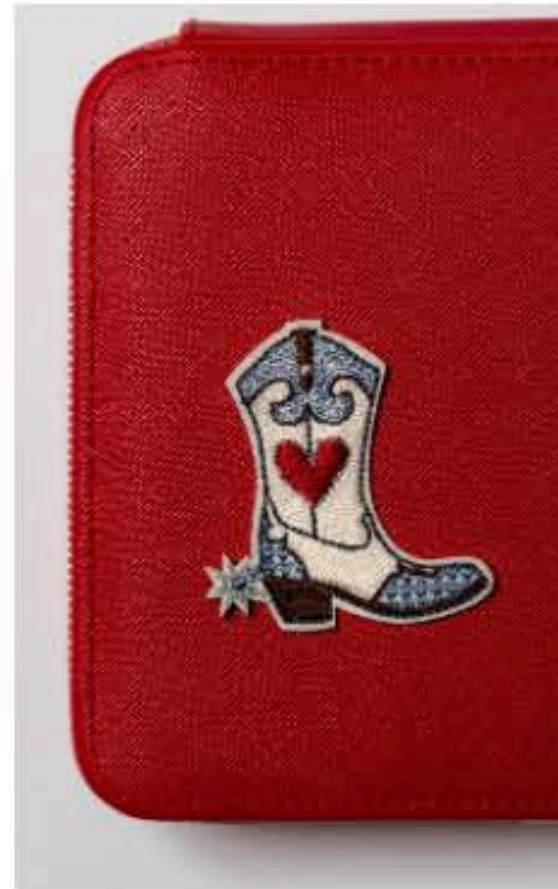
- Spotlight on a range of gifts that give a nod to western heritage.
- Look for accessories and gifts that feature bandana prints, fringe details, and leather accents.
- For home decor items, think of things like rustic picture frames, cowhide rugs, vintage-inspired posters or playful graphic prints.

## Credits:

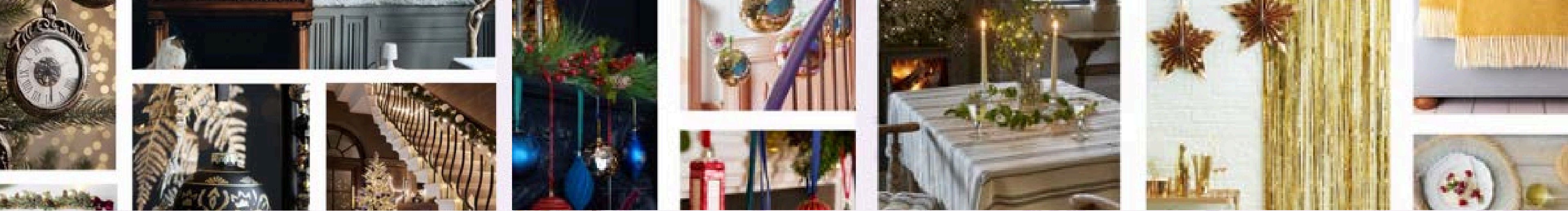
Meldoy Maison | Maddison Ball Creative | LIGA | Making Meadows | Hand And Lock

## keywords:

Western, Cowboy, Cowgirl, Wild West, Horseshoe, Cacti, Cowboy Boot







# Micro - trends to keep on your radar

## Decor/Styling

- Festive chinoiserie (as seen briefly in our “Midnight Blue Trend) + Regency-inspired elements
- Folklore-inspired decor (an expansion on last year’s Mushroom trend)
- Alternative tree skirts
- Iridescent / Pearlescent decorations

## Gifting

- “Inner Child” gifts (Think nostalgic gifts, hobby-related sets, friendship bracelets, etc.)
- Chunky statement jewellery (80s - gifting + Christmas outfits)
- Mixed metal jewellery (wearing silver, gold and rose gold - gifting + Christmas outfits)
- “Me Time” moments (More grown-up than inner-child, think cooking kits, subscriptions, “blind date with a book” - carving out time to prioritise yourself)
- Retro festive aprons -(Frills, gingham, retro fifties styling, homestead)
- AI generated prints (anything AI has a good chance of getting good traction)