

# KEYWORD GUIDE

press LOFT 

KEYWORDS FOR PR





# Colours

baby blue, pale blue, dark blue, midnight blue, pale pink, fuchsia pink, bubblegum pink, bay pink, olive green, forest green, aqua, lime green, lilac, lavender, burnt orange, tangerine, lemon yellow, mustard, bright yellow, radiant red, vibrant red, sundried-tomato, tobacco brown, light brown, pastel, metallic, iridescent, gold, rainbow, pantone 2022, pantone colour of the year, dulux, wgsn, coloro, bright, colourful, multi-coloured, monochrome, black and white

# Events/seasons

Mother's Day, Father's Day,  
Valentine's Day, Christmas, New  
Year, Spring, Summer, Autumn,  
Winter, wedding, bridal, beach,  
vacation, holiday, Easter, Chinese  
New Year, birthday, Olympics,  
alfresco, snow, barbecue, picnic,  
winter wonderland, party,  
halloween, autumn leaves,  
camping, festival, Wimbledon,  
World cup, back to school, outdoor  
heating, Christmas decorations,  
halloween decorations, Christmas  
gifts

# Trends

maximalism, minimalism, modern, urban, art deco, twenties, 70's, 80's, 90's, retro, boho, shabby chic, woodland, rustic, nautical, French, Italian, gothic, Moroccan, Mediterranean, eco-friendly, plastic free, zero-waste, biodegradable, victorian, edwardian, tudor, vintage, modern, geometric, contemporary, bold, abstract, scandi, nordic, traditional, simple, cottagecore, cabincore, japandi, open plan, bucolic, kitchens, bedrooms, crochet, neoclassical, wicker, rattan, industrial, folk, botanical, curves, fringe, panelling, antique

# Patterns/shapes

geometric, spotty, polka dots,  
stripes, gingham, checked, flock,  
floral, paisley, jacquard, zig zag,  
chevron, heart, leaf, abstract, face,  
speckles, terrazzo, marble, swirl,  
aztec, round, square, curved, sharp,  
angular, soft, jungle, leopard, zebra,  
fleece

# Materials/textures

wood, wooden, marble, metallic,  
metal, rattan, wicker, velvet,  
boucle, linen, cord, upholstered,  
shiny, shimmer, glass, beaded,  
crystal, worn, aged, rustic, paint,  
wallpaper, laminate, carpet, wool,  
jute, sustainable fabric, natural  
materials, eco-friendly fabric,  
distressed

# Who is it for?

brother, sister, mother, father,  
child, kid, grandad, granny, gran,  
nana, husband, wife, aunt, uncle,  
babies, newborn, newly wed,  
girlfriend, boyfriend, gifts for her,  
gifts for him, gifts for kids, gifts for  
grandparents, gifts for girlfriend,  
gifts for boyfriend, gifts for mother,  
gifts for father, gifts for a cook,  
gifts for a gardener, teacher, gifts  
for techies