



# CHRISTMAS GIFT GUIDES

94 articles journalists will be  
writing this Christmas, 2022





We have rounded up the top Christmas gift guide themes for 2022. From "[Multi-season decorations](#)" to "[Travel gifts](#)" and "[Christmas gifts for homeworkers](#)".

Use these themes below as a focus for your press releases to drive extra press coverage.

Once you have made your choice, make sure you then use one-two of these themes in your press release subject heading.

# GIFTS BY RECIPIENT





# RECIPIENTS

## **Relationship:**

Mum / Dad / Grandma / Grandad / Mother / Aunt / Uncle / Sister / Brother /  
Boyfriend / Girlfriend / Daughter / Son

## **Gender:**

Him / Her / Non-gender specific

## **Age:**

Babies / Kids / Teens / Over-60s

## **Other:**

Neighbour / Teacher / Friend / Keyworker / Pets



# GIFTS BY INTEREST



# INTERESTS

## **Hobbies:**

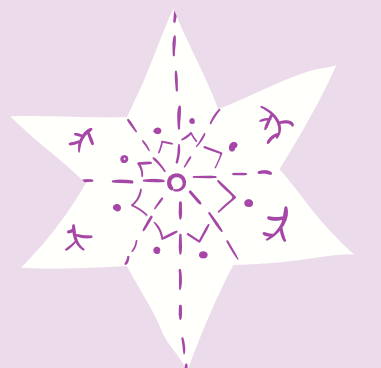
Netflix-inspired / Cooks / Gardeners / Plant-lover / Travellers / Music lovers / Artists / Beauty lovers / Gadgets / Gamers / Fashionista / Crafts

## **Sports:**

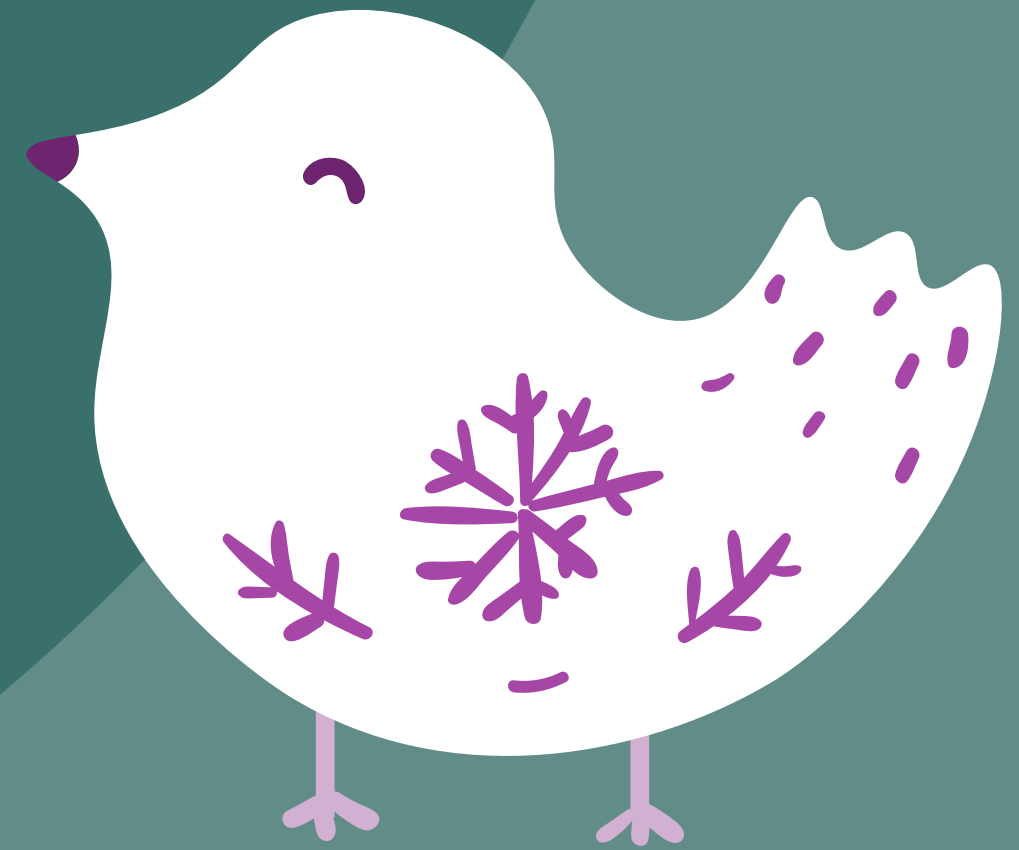
Camping / Cycling / Hiking / Football / Rugby / Dance / Yoga

## **Other:**

Secret Santa / Home workers / Home office / Cosy up / Pampering / High-tech / Mindful / Last-minute / Students / Experiences / Culture vultures



# GIFTS BY TYPE



# PRODUCT FEATURE

## **Product features:**

Gift to last a lifetime / Plantable / Cosy or money-saving gifts (cost of energy) / Eco (ideally more specific) / Vegan / British-made / Charity / Fairtrade / Zero-waste / Locally made (regionally-focused PR) / Reusable / Colour-themed, eg. sparkle

## **Trends / Materials**

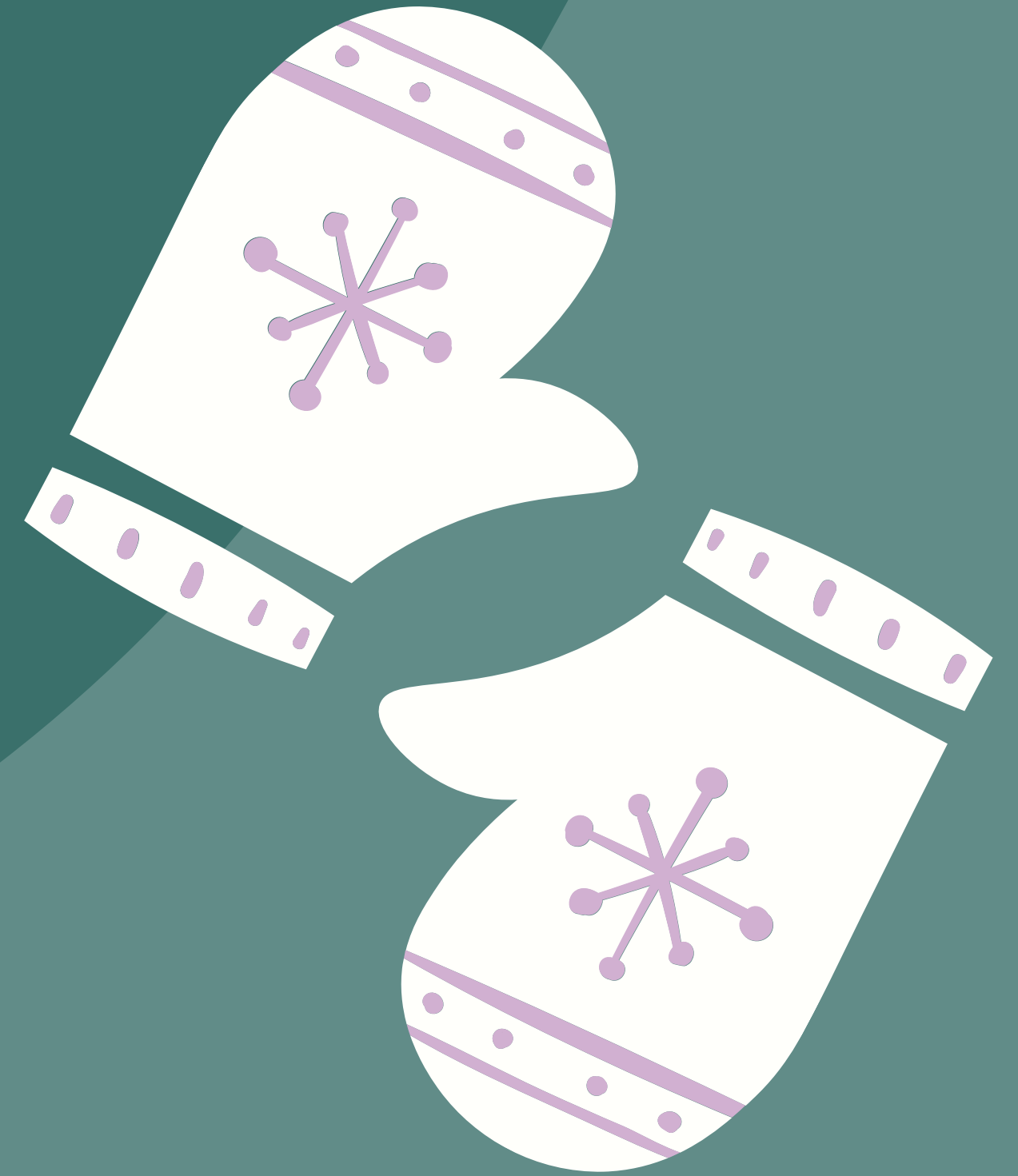
Planters and plants / Woven / Terracotta / Retro / Multi-season decorations (pompoms / bunting / stars) / biodegradable decorations (paper / woods)

## **Type:**

Jewellery / Beauty / Gadget / Kitchen / Homeware / Fashion / Toys / Alternative advent calendars / Cocktails / Candles



# GIFTS BY PRICE POINT



# PRICE POINT

## **Low cost:**

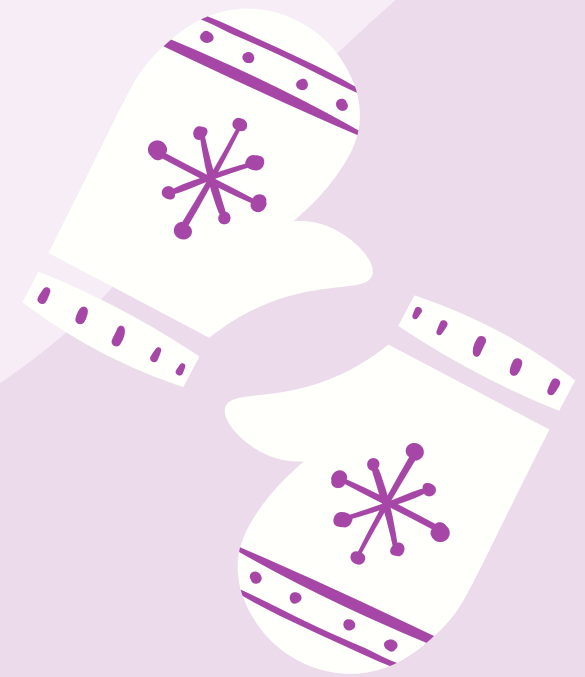
Cost saving will be big in 2022 with the cost of living crisis /  
Handmade ideas / Under £10 / Stocking fillers / Luxury for less /  
Black Friday / Bargains

## **Specific mid ranges:**

Under £20 / Over £50, etc.

## **Luxury:**

Luxury gift ideas / Something special





WE HOPE YOU FIND THIS  
GUIDE USEFUL FOR YOUR  
CHRISTMAS PR PLANNING!



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