



PRESS LOFT CHRISTMAS 2022 TREND REPORT



Our Christmas 2022
trend predictions:



Sustainable swaps

This is more of a lifestyle shift than a trend as we all move to become even more eco-conscious consumers. Sustainable swaps will play a huge part this Christmas. Be careful of greenwashing - you need to have a higher level of eco credentials than ever before. We'll see a focus on recyclable materials and reusable alternatives.

keywords:

eco-conscious, eco, sustainable swaps, recyclable, reusable, zero-waste, green, environmentally-friendly



Multi-purpose pieces

As we collectively aim to be less wasteful, decorations that can do double-duty will become more popular. Think Christmas Eve boxes that become part of a new tradition, trinkets that can hold a keepsake or memory on the tree or bunting that can be reused for birthdays and star decorations or metallic table accents that can stay up all year.

keywords:

multi-purpose, reuse, reusable, all-seasons



Lights4fun



live laugh love ltd



Sparkle Lighting



Styled to Sparkle



Ella James



Ginger Ray

Affordable gifting

Christmas is famously the most expensive time of the year, and with the current cost of living crisis we'll see a higher demand for quality gifts at an affordable price rather than lavish luxuries. This doesn't mean we have to compromise on sentiment – personalising gifts with a loved one's initials, a shared memory or a special note will ensure that they have the perfect present under the tree.

keywords:

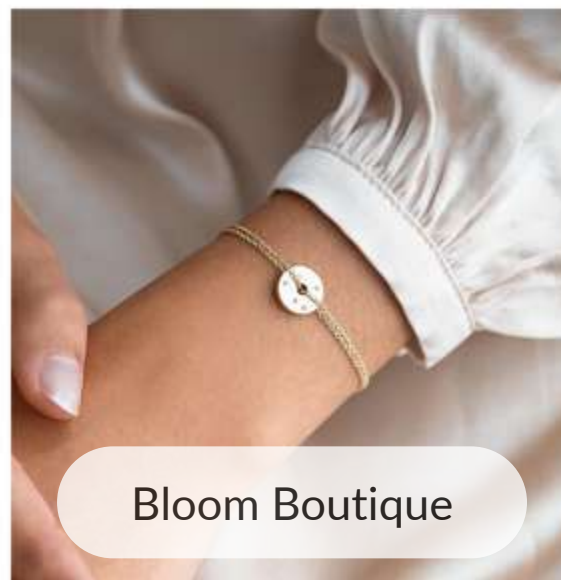
affordable, luxury for less, inexpensive, personalised, thoughtful, stocking filler, cost-saving, bargain,



Martha Brook



Desenio



Bloom Boutique



Chilliwinter



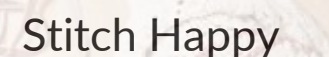
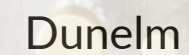
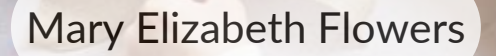
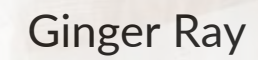
Sophie Allport



Folksy

For that extra personal touch! DIYs for Christmas are not only a creative way to save money, but also encourage the whole family to get involved! This will also allow both your gifts and your décor to have a curated feel for 2022.

craft, homemade, practical gift, handmade,

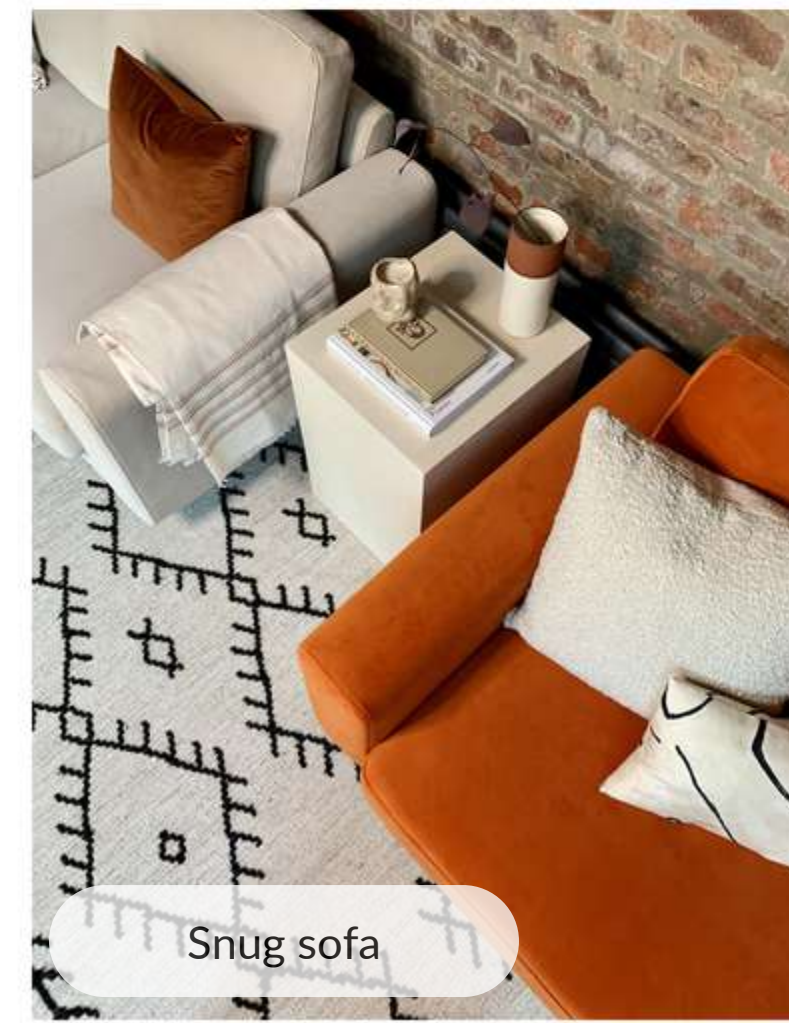


Retro flair

Everyone loves a bit of nostalgia around the festive season, and we'll see this translate into our décor for Christmas 2022 – think snow globes, retro patterns and unusual statement baubles that are sure to invoke happy memories of past Christmases with family and friends.

keywords:

sixties, seventies, retro, nostalgia

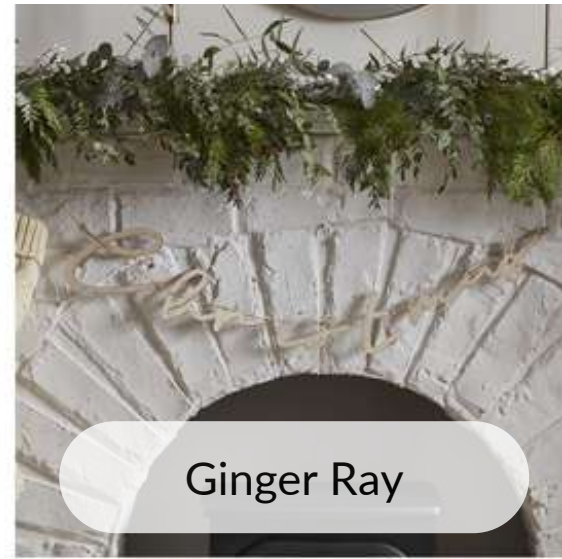


Botanical accents

Blooming botanicals have become a staple in our décor over the last year or two, and Christmas will be no exception. Combined with luxurious accessories and natural materials, botanical elements will be sure to create a lush yet sophisticated setting for the 2022 festivities.

keywords:

foliage, green, leaves, leafy, botanical, branch,



Merry and bright

‘Tis the season to go big or go home! Leaning into the maximalist trend that has been making waves over the last year, we’ll see a kaleidoscope of colour and glitter this holiday season as we take a more playful approach to traditional decorations.

keywords:

playful, tropical, colourful, bright, vibrant, fun



Wayfair



Antipodream



Sparkle Lighting



Annie Sloan



Sweetpea & Willow



Talking Tables

Pastel Scandi

Nothing really says 'cosy' like classic Scandi-inspired décor, but this year we'll see a shift from the typical neutral hues as we focus more on soft pastels. From soft throws, glowing candles, playful shapes and rustic textures, this trend is sure to add a little more 'hygge' to your home this Christmas.

keywords:

pastel, muted tones, scandi, baby blue, pale pink, lemon, mint, sky blue, duck egg blue



Whimsigothic

To infuse your space with a little extra “magic” this Christmas, lean into the whimsigothic trend that has proven to be a popular aesthetic this year. Incorporating celestial motifs like moons, stars, constellations and zodiacs spark a sense of joy and magic, and are associated with luck, love, and protection – the kind of energy we want to bring into 2023.

keywords:

stars, astrological, witch, pagan, horoscope, moons, lunar, magic, magical, celestial



The Rug Retailer



GardenGifts.com



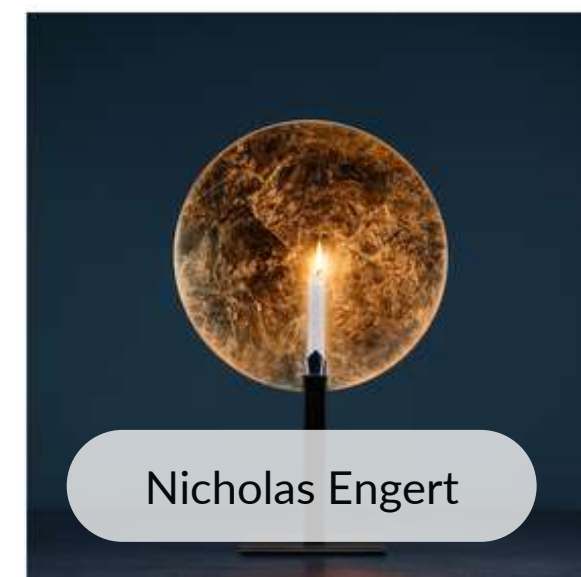
Natalia Willmott



Dunelm



Artisans du Maroc



Nicholas Engert