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Future FESTIVE

2014 Holiday Trend Predictions

SCD takes a look at the hot trends that will shape holiday styles and drive sales in 2014.

Christmas trends have certainly catapulted beyond the red and the green over the last several years. While everyone will tell you that traditional holiday schemes are – and probably always will be – the bread and butter of Christmas sales, there is an ever-increasing palette of colors and schemes that identify modern seasonal expression.

The Roaring 20s

The glamour of the Jazz Age will lend itself well to the holidays with chic and glitzy elements. “We are introducing a collection that will have an art-deco feel,” says Sara Charlton, senior designer, Nutcracker Designs. “Think Great Gatsby!” Kaemingk will also incorporate that opulent aura into a 1920s-inspired series with its new Glamour Time collection.

TOP: Kaemingk, (404/749-5059); www.kaemingk.com, **Circle No. 000**;
BOTTOM RIGHT: Mud Pie, (678/397-0170); www.mud-pie.com, **Circle No. 000**





Emerald Green

Pantone's color of the year for 2013 is popping up everywhere. This is only to be expected as the hue had exploded on runways in the last year...naturally it is now appearing in home décor fashions. The vibrant verdant will persevere in 2014 because it is a way to give a fresh spin to a traditional color. "Emerald green will dominate in most themes," Ken Fetgatter, AIFD, CFD, Melrose International, states. "It's strong enough to stand alone, but our Emerald collection starts with layering shades of green and then contrasting it with white and silver accents."



ABOVE: Ragon House, (877/874-3750); www.ragonhouse.com, Circle No. 000

Owls

Birds in general will remain a high-flying trend, but owls have emerged as the stars. "Owls are traditional northern European icons that work perfectly for the holidays today," Beth Lorentz, vice president of product development for Midwest-CBK, states. Dan Gullicksen also reveals that owls have been huge business for TAG over the last few years and he expects that to continue.

The Fox Chases the Reindeer

Also part of a larger theme, reindeer have taken the lead out of the popular woodland creature icons. "Deer have always been associated with Christmas," admits Stephanie Minuto, e-commerce specialist for Amscan. Gullicksen reveals that TAG will be "downplaying birds this season to concentrate on reindeer." However, nipping at the heels of the stag is the wily fox. "Watch out for the fox to take center stage," Lorentz says.

Natural Elements

Many vendors are introducing more lines featuring materials like burlap, sisal, jute and capiz shells. "These products inspired by nature bring something sincere and real that makes consumers feel good," Minuto acknowledges. "It reflects the movement towards a more eco-friendly outlook."

Vintage

Call it nostalgia, but everything old is new again for Christmas schemes as many providers are seeking product inspiration from classic sources. "We create a nostalgic style for Christmas and winter that is inspired by vintage postcard images or old Christmas toys and collectibles," Bethany Lowe, of Bethany Lowe Designs, reveals. "Our folk artists take these ideas and give them a fresh new look that appeals to today's audience." Transpac is also seeing a trend toward vintage for 2014. "We are emphasizing that in our new line with nostalgic Santas in both a Victorian-style St. Nick and the Coca Cola type of Santa," Karen Goodlow, notes.

Nordic

The Scandinavian, winter lodge theme will be back with a vengeance in 2014. The look will be a prominent theme for many vendors in 2014 and is popular because of its ability to extend

beyond the holiday. "Our Nordic Winter look will have a 'winter' feel and therefore a longer life," admits Gullicksen.

Bright Colors

Hues for the holidays are taking steps away from traditional for unique expressions. "It is important how colors are presented to make it look new and exciting in the following year," Patrick Brinkcate, sales manager, Kaemingk, states. Transpac will be expanding its color trends with shades of blue from royal to light coastal pastels, oranges and warm yellows, that will be translated for the holiday. "Holiday décor is more than the red and green as consumers customize their holiday looks for their own décor style," Goodlow admits.

Metallics

Silver and gold will always be a popular holiday accent and now designers are finding other "lesser" metallic to use as accents. "Silver and gold are a more contemporary color scheme that still appeals to traditional tastes as well," Minuto says. Adding gilding to natural elements is also emerging in more lines. "Grays, pewter and silver stay a constant accent color to stabilize many collections," Fetgatter admits.

Textiles Redux

Textiles are no longer just for granny. A new generation is embracing decorative fabrics for the holiday. "The textile industry is becoming very trendy," Susan Price, owner of Chooty & Co. states. "Twenty-somethings are taking much more interest in textiles which is pulling us out of our past conservative fabric selection."

RIGHT: Caffco, (800/390-1193); www.caffco.com, Circle No. 000





Bold Patterns

Chevron emerged last year as a strong print and will remain so for 2014. Other geometrics and prints are also becoming more relied upon to accent traditional holiday look and will gain prominence such as Ikat patterns and animal prints. “Funky leopard prints in holiday collections are sassy and attention-grabbing,” Rebecca Freeman, marketing coordinator, Gallerie II/C&F Enterprises, asserts.

Faux Fur

Drawing from fashion, many décor designers are adding faux fur accents to textiles for a unique texture. Fetgatter stresses the importance of a “contrast of texture.” Chootty & Co. carries a wide variety of fabrics, but Price has noticed a definite uptick in attention for faux fur.

Gnomes

Whimsical creatures such as elves and fairies will continue to be sprightly holiday sights and now gnomes are joining their ranks.

BOTTOM: Transpac Imports,
(800/449-9903);
www.shoptii.com,
Circle No. 000



TOP LEFT: Grasslands Road, (800/444-8887); www.grasslandsroad.com, Circle No. 000;
TOP RIGHT: Rosemary & Time, (800/263-3551); www.rosemaryandtime.ca, Circle No. 000

“There is a growing popularity in gnomes, a symbol of good luck, wisdom and happiness, as whimsical holiday characters carried over from the garden market,” Minuto reveals. “We’ve seen gnomes made of various mediums including felt, resin, and stuffed fabric,” Freeman concurs.

Modern & Industrial

Urban and industrial looks are gaining ground in holiday-specific styles. “Industrial and minimalistic has been around for a number of years, but translating this into Christmas has been a challenge,” Brinckate admits. Kaemingk has succeeded with its Urban Living theme that offers the quality of simplicity and home art deco inspired by nature and industry. “The industrial look is still going strong,” Charlton agrees, “Repurposed and previously loved items add character to austere looks.” ■