

Christmas & Holiday 2017 — The Festive Home



Primark

Inspiration

A number of key trends from previous festive seasons emerge and progress, taking current interiors trends into account while having a little fun

Overview



Decorator's Notebook



John Lewis



Sainsbury's

- Interior trends such as Art Deco, plants and Scandi design increasingly influence Christmas merchandise and styling
- The ongoing dark interiors trend sees Christmas take a moodier turn. Deep, muted palettes offer cosy comfort and allow metallics and rich fabrics to pop against it
- Animal motifs feature heavily across numerous trends, in some cases showcasing weird and wonderful creatures far removed from the woodland and arctic animals associated with the season
- DIY decorations and styling feature throughout many of the natural-inspired festive trends, with crafters sharing their savvy creations on Pinterest and blogs
- 'Kitschmas' becomes more considered, with fun, tongue-in-cheek items breaking up a scheme to add a touch of quirk rather than being all-pervading

Blush Hues



George



Anthropologie



Primark



Amara



Dunelm



Gal Meets Glam

Previous seasons have dallied with pastel tones, but this year, blush pinks are prevalent. A pretty foil finish is added to gold and white surfaces – it is also used in more muted, moodier settings and anchored with earthy greens as a contrasting, natural accent.

Darker Deco



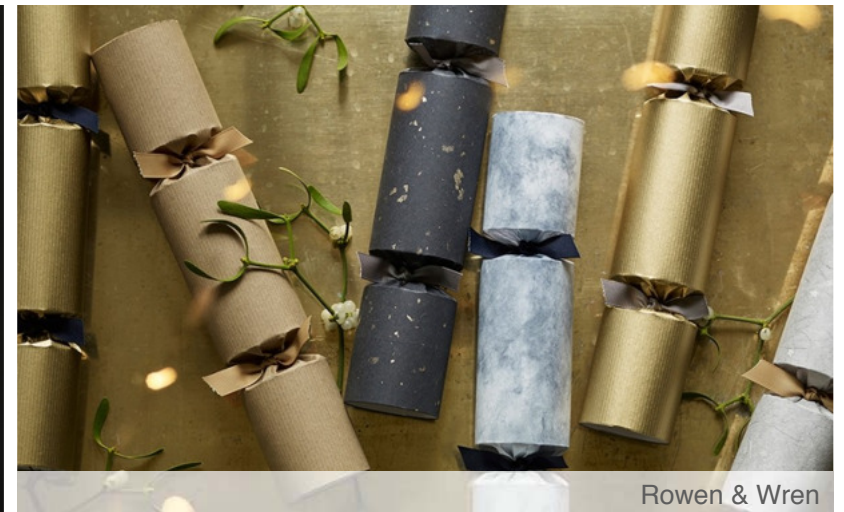
Amara



Cox & Cox



House of Fraser



Rowen & Wren



Swoon Worthy



Furniture Village

Art Deco influences move across from interiors trends to **festive styling** – with key colours, gold and black giving a dramatic appearance against dark backdrops. Bar carts and dining naturally complement this style, with cocktail articles featuring heavily. Christmas and New Year's party looks are also influenced by the movement – touching on the trends for geometric and faceted baubles and other festive decorations.

Carnival Fiesta



Family Chic by Camilla Fabbri



Lady Darwin Design



Amara



Dot Com Gift Shop



Bohemian Design



Re-Found Objects

The fun, bright hues of the summer and the popular trend for **succulents and cacti** carries over to Christmas for a look that embraces a tropical and global influence. Brands incorporate elements from a variety of cultures and countries, merging **Peruvian**, Hindu and Mexican-inspired prints and patterns. Clashing vibrant tones abound, but with a more earthy, grounded colourway rather than the lurid neons seen in recent years.

Enchanted Chateau



Graham & Green



House of Fraser



Brissi



VV Rouleaux



Marks & Spencer



Debenhams

A darker trend emerges as an offshoot of the natural Christmas theme, playing with sophisticated, haunted-looking derelict styling. Product photography is styled against crumbling plaster walls and bare floorboards with a cold blue tint. Stripped-back natural elements such as bare branches or simple ivy trails form a key part of the festive decor, while luxe linens and cosy throws offer enticement to this icy world.

Evergreen



Natural foliage and treatment sees this festive trend stripped of any additional decor – renouncing anything plastic or glittery in favour of a fresh-from-the-garden, almost Pagan aesthetic. Authenticity is favoured and a DIY approach is encouraged, with keen decorators using garden cuttings to create their own garlands or laying moss as a decorative table runner.

Moody Traditional



Classic Christmas reds meet with a more rustic trend, creating a slick stance against dramatic, dark backdrops. Deep greys allow the red tones to pop, while rustic settings – from reclaimed timbers and panelled walls to bare bricks – add an industrial air. Folksy patterns provide a festive touch that's sophisticated rather than 'novelty', offering a look that will outlast the festive period.

Gentle Monochromes



A sharp Scandi black and white style has featured heavily over the past few festive seasons, but 2017 sees this soften, with a subtle sepia tone dulling down any slick, high-contrast monochromes. **Natural materials** such as wool and felt, as well as the use of natural pale woods or unfinished kraft paper in place of stark white provide an easier edge and a less highly styled aesthetic.

Blue Jewels



The Contemporary Home



Debenhams



George



Rockett St George



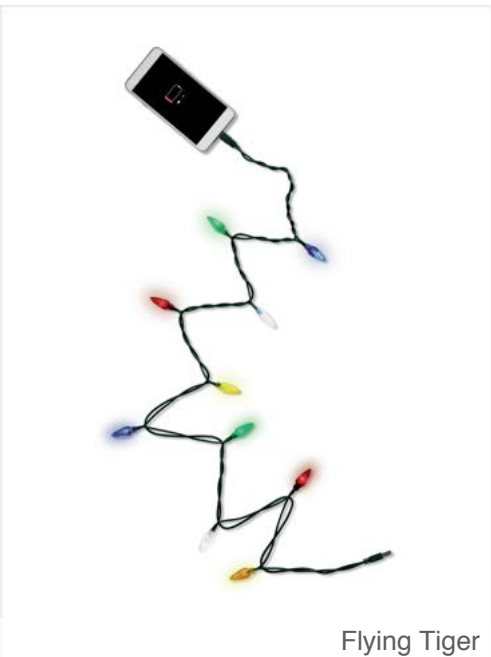
Dunelm



Pottery Barn

An opulent, jewel-inspired aesthetic **continues**, incorporating both Art Deco and dark influences. Unlike previous years, the look appears cooler and more focused on the blue spectrum, with golds and purples used as accents. **Iridescent finishes** and mottled glass are paired with intricate designs and the popular peacock motif often associated with this trend. Tones range from deep royal to delicate aqua and – of course – peacock.

Kitschmas



Flying Tiger



Women To Look Up To



Debenhams



Lauren Aston Designs



Cath Kidston



George

Retailers opt for more quirky, incidental pieces within their festive collections this season, rather than simply choosing all-out kitsch designs. Bold red and white Scandi styling features along with some festively macabre, Alice in Wonderland-inspired looks and pieces. **Flying Tiger** offers novelty phone charging cables with multicoloured fairy lights along its cord, while inspirational women of 2017 such as Beyonce are reimagined as tree-toppers.

Related Reports



Christmas & Holiday 2016 – The Festive Home



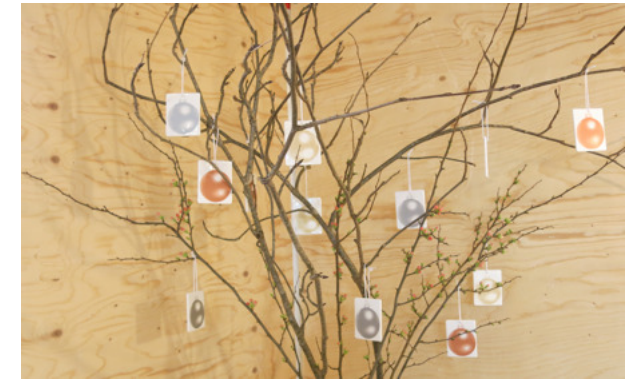
UK Retail Previews – Christmas Print & Pattern 2017



Christmas & Holiday 2017 – Key Icons



Christmas & Holiday 2017 – Cards & Advent Calendars



Christmasworld 2017



UK Retail Previews – Christmas Key Trends 2017