



halloween

2022 TRENDS



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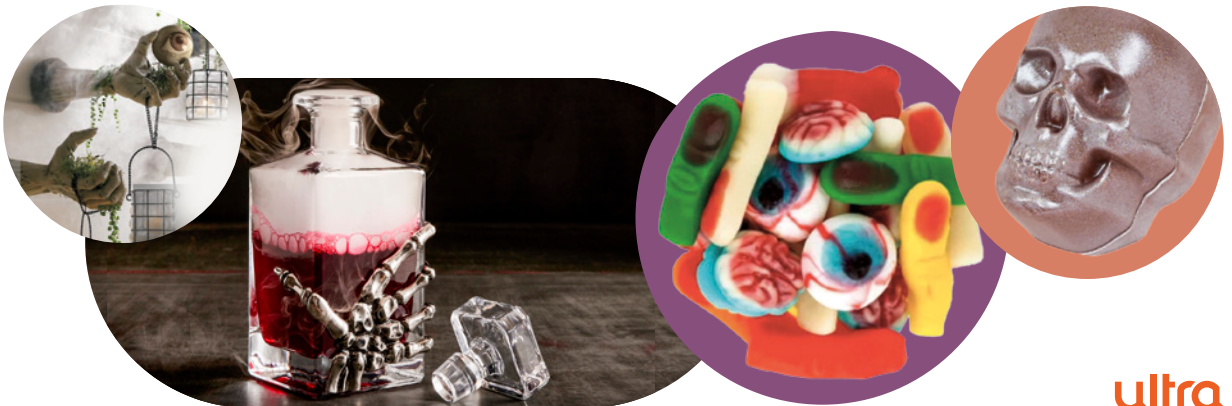
GILDED MAGIC

Upscale occult brings gold accents and rich black to the forefront of décor this year. Full of astrological, alchemical, and astronomical symbols, devices to summon alternative worlds or answers like ouija boards, tarot cards, and crystal balls are featured prominently but are given an upgrade with metallic details. Foggy mirrors and distressed mercury glass add patina and continue the look of lost luster. The mysticism trend has taken another step forward, ironically ending where it burst forth originally.



BODY & BONE

While skeletons and skull iconography go hand-in-bony-hand with Halloween, this year's body-based bonanza felt like new territory. From décor to treats, body parts were everywhere taxidermized zombie hands hold lanterns in your living room, eye balls (literally balls with eyes painted on them) nestle in your curio cabinet next to your silver skeleton decanter, and gummy body bits are handed out for trick or treating. When the candy crusaders get home, they can make a shimmery-skull cocoa bomb to warm up before they dive into their skull-shaped candy buckets.



THE BIRDS

Alfred Hitchcock must be delighted with all the feathered finery this season as birds, particularly crows and owls, are featured décor and iconography. Traditionally harbingers of doom, divination, or sorcery these birds are still used to elicit dark, mystical feelings. Crows adorn glass cloches, compose feathered wreaths, and take flight in silhouettes or posable flocks. Owls serve as bookends, seasonal clocks, and as the unofficial overseers of all hallows eve. Whether recalling Harry Potter or Poe, these birds feel like an ornithologist's dream.



VINTAGE VIBES

A return to 1920s/30s inspired visuals, particularly the “rubber hose” style animation and character design, has made a comeback. Shows like *Over the Garden Wall*, and *Cuphead* utilize design elements like pie-cut eyes and white gloves. Beistle, a US maker of party decorations started in the 1920s, is known for many iconic images of Halloween décor. They are still creating these and have pushed into apparel and home goods. This style appeals to Gen-Z as its “new to them” and retro aspect is intriguing.



PET PROJECT

We've witnessed the pet category expansion and love the inclusion of furry, feathered, and finned friends in the season. Unique Halloween packaging and in-and-out offerings are not news, but the way that some brands have approached their SKUs is. Trick-or-Treat packs for pets by Milkbone & Pup-peroni is a perfect step in the pets as family movement. Temptations "tasty human" flavor is eye-catching and funny. Chew for Dogs' Bootique's Monstrous Hambone uses a coffin shaped box for attention in aisle.



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FREAKY FLAVOR

Supply chain issues and trick-or-treating fears amidst the pandemic squelched innovation and flavor-forward food but there are fun finds this year! Baskin-Robbins is debuting their Halloween ice cream, Spicy N Spooky, which “combines White Chocolate Ghost Pepper flavored Ice Cream with rich, black Dark Chocolate Ice Cream and spicy Blood Orange Flakes.” In the UK, Heinz introduced its black garlic mayo in three seasonal bottles. Shane Chocolates in Philadelphia offers a ghost pepper truffle with a spicy, chocolatey edge. And McDonalds, while not bringing the flavor, is bringing nostalgia with the re-design of their 80’s classic Happy Meal candy buckets.



SINCERELY SINISTER

In years past, Halloween costumes, décor, and tricks have leaned closer to “all-family fun” rather than genuinely creepy but 2022’s fright factor is strong. Target and other retailers have sold licensed elements from It, Stranger Things, and popular horror movies and shows in the past, but this year their proprietary costumes found us freaked. Even high or low-brow design, elegant black spiked pumpkins, and vintage goods like Creepy Co’s vintage cat pillow, have taken a turn to truly terrifying.





Thinking about exploring seasonal opportunities for your brand?

We would love to partner with you.

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