



2022 TRENDS

# holiday



ultra

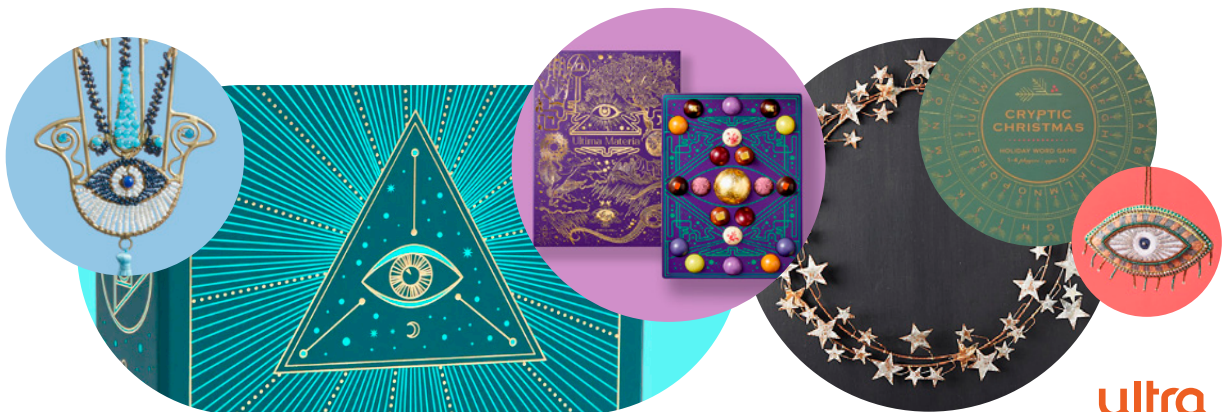
# WOODN'T YOU?

Euro-inspired wood décor and ornaments filled homes and fir trees this season. Intricate Scandinavian-style houses, surrounded by laser-cut pines and deer hold lights, candles, or small LED bulbs. Combined with star tree toppers (traditional to Germany's Erzgebirge region), elaborate folded paper snowflakes, and strings of wooden beads, this visual movement looks to material cohesion with a quiet glow and cozy palette for its resonance.



# MYSTICALLY MAGICAL

This season more items and brands are leaning into non-Christian spaces. Using foil, metals, rich color and complex imagery, these mystical, occult, or other-worldly designs evoke a supernatural appreciation. Stars and constellations are part of the Biblical Christmas story, while astrological and alchemical symbols take it in a different direction. The Hamsa hand and evil eye originated in the middle East and are apotropaic symbols, used to ward off evil.



# EVERYONE'S MERRY

Target leaned heavily into inclusion and diversity for their holiday offerings. A section of wrapping paper and gifting supplies were designed by historically marginalized artists. The paper, ornaments, and décor features people of many backgrounds, couples or families in all forms, Santas with varying skin tones, and representation of disabled people. Following Target's strong lead, we hoped to find inclusion-minded products elsewhere but for now it seems they've best understood the assignment and are blazing trails for others to follow.





# PINK IS THE NEW RED

Alternative holiday palettes continue to pique interest and add a modern take on the holiday season. This year pink stood out as a bright, shining hue. From warm, glittery paper to chic, contemporary countdown calendars, pink was popping against oranges, blacks, and evergreens. When combined with rich reds, pink feels hopeful and happy. Working both retro and current collections, pink in the holiday season brings familiarity and fun.



# FANTASTIC FORMS

Holiday gifting always turns up the pulse of premium packaging and this year we saw a slew of new forms that think way outside the box. Paperboard candy-cane-shaped truffle containers, light-up lanterns, and music boxes all took host gifts to the next level. Traditional tins of edible goodies turned up in new and reusable formats. Brands created giftable, memorable, and unique experiences, and stepped up this season, resurrecting beauty and joy in ever new and fun formats.



# MINIMAL MOD

Upscale and scaled back, the minimalist modern take on holiday décor, gifting, and wrapping is black and white. Geometric, simple shapes mimic Bauhaus design and ornamentation. With clean lines and strong silhouettes these elements offer visual clarity and cleanliness to the season. Metallic accents bring warmth, while off-kilter organic materials keep things grounded. A bold move for most brands, the sophistication this trend brings to the holiday gives cool-aunt-who-lives-in-the-city vibes.



# SASSY & BRASSY

Whether it's your cup of tea or not, extra sassy copy was very present at this year's holiday retail party. With bird-flipping gnomes and tea towel swears we can confidently conclude that not everyone has a sweet, sacred view of the holiday and its surrounding chaos. Talking adult-to-adult can bring an in-on-it cavalier coolness for brands. While it might not go so far as dropping an f-bomb, being part of the anti-spin is a different way to recognize consumers' emotional state.





Thinking about exploring seasonal opportunities for your brand?

We would love to partner with you.

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