

Gift Trends for 2023

Kate Usher
Spring Fair 2022

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Quiet Regrowth

The Future of Celebration 2023



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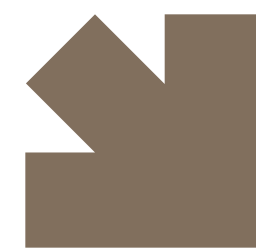
Linda Ring

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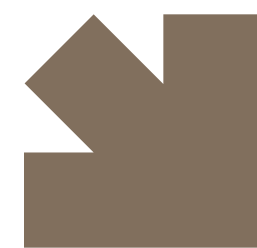
What's driving this trend?

Quiet Regrowth

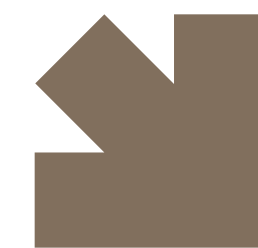
As concerns for the planet reach crisis point, the need for **sustainable celebrations**, a strong connection to nature, honest ingredients and stripped back simplicity become an utmost priority. This influences the **designed to last mentality** that runs through this story as well as prompting new zero waste packaging opportunities and luxurious, non-toxic gifting ideas.



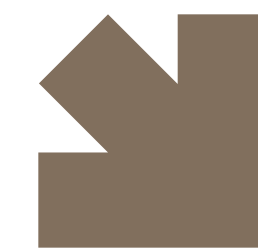
Even Slower Living



Sustainable Celebrations



Creative Process



Craft Revolution

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Mood

Quiet Regrowth

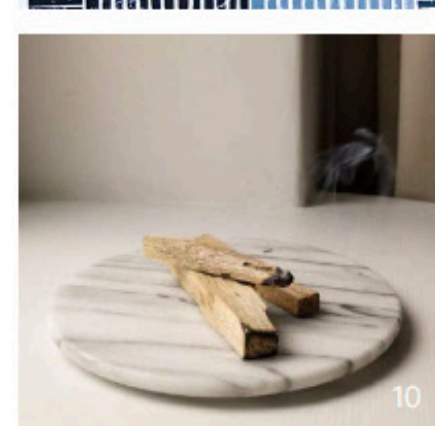
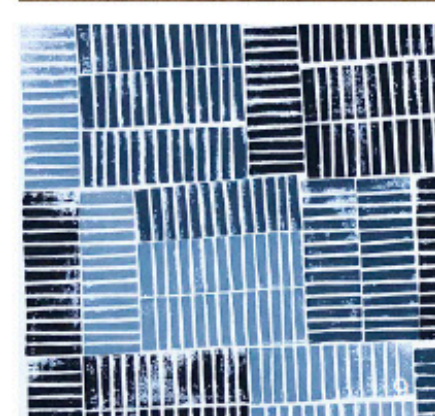
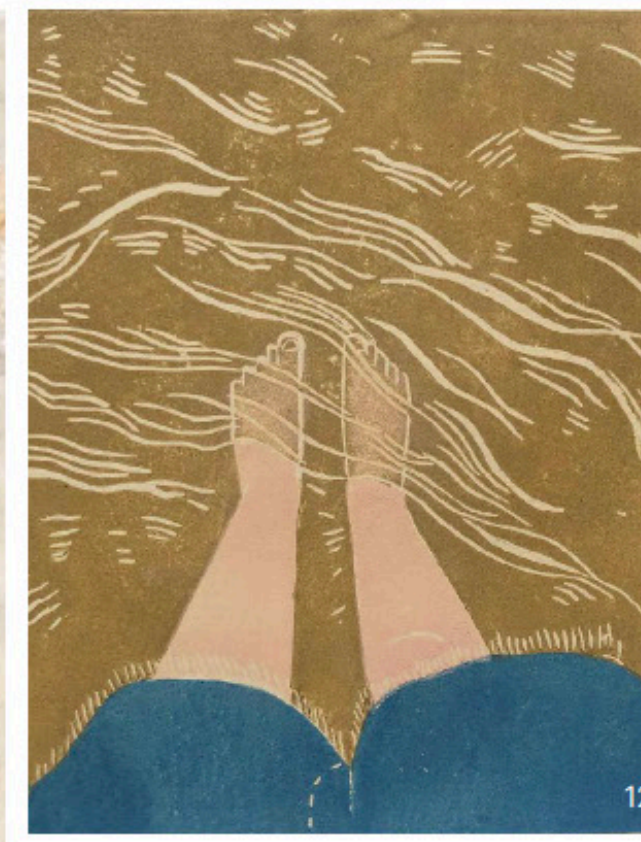
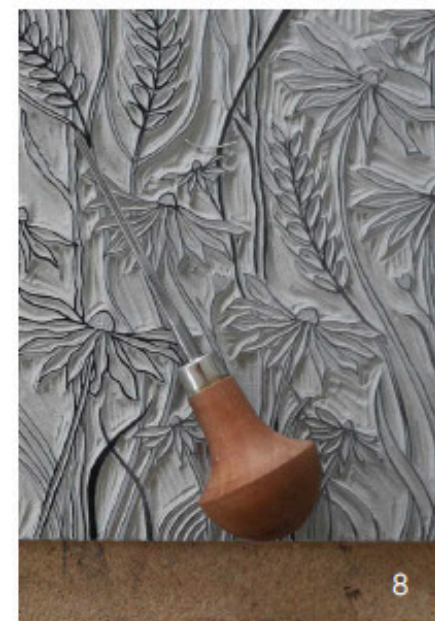
A serene, still life inspired aesthetic echoes the relaxed, laid back undertone of this calming story. Recognising that good things take time to grow, slow moving mindsets steer a change in pace of life. Celebrations take on the same spirit and become truly present and meaningful experiences, adorned with hand crafted and sustainable decorations and newly formed family rituals. Decor is lovingly made to last and doubles up as family heirlooms that capture and hold new memories after every celebration.

Quiet Regrowth

Work in progress
Hand crafted
Unrefined
Sustainable
Still life



Focus on the step in front of you, not the whole staircase.



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Colour Palette

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Earthy brown and warm grey base colours ground this natural trend. Pair with brighter pops of yellow and orange tan to introduce stronger colour contrasts. A classic deep blue adds depth to bring this subdued, palette to life.



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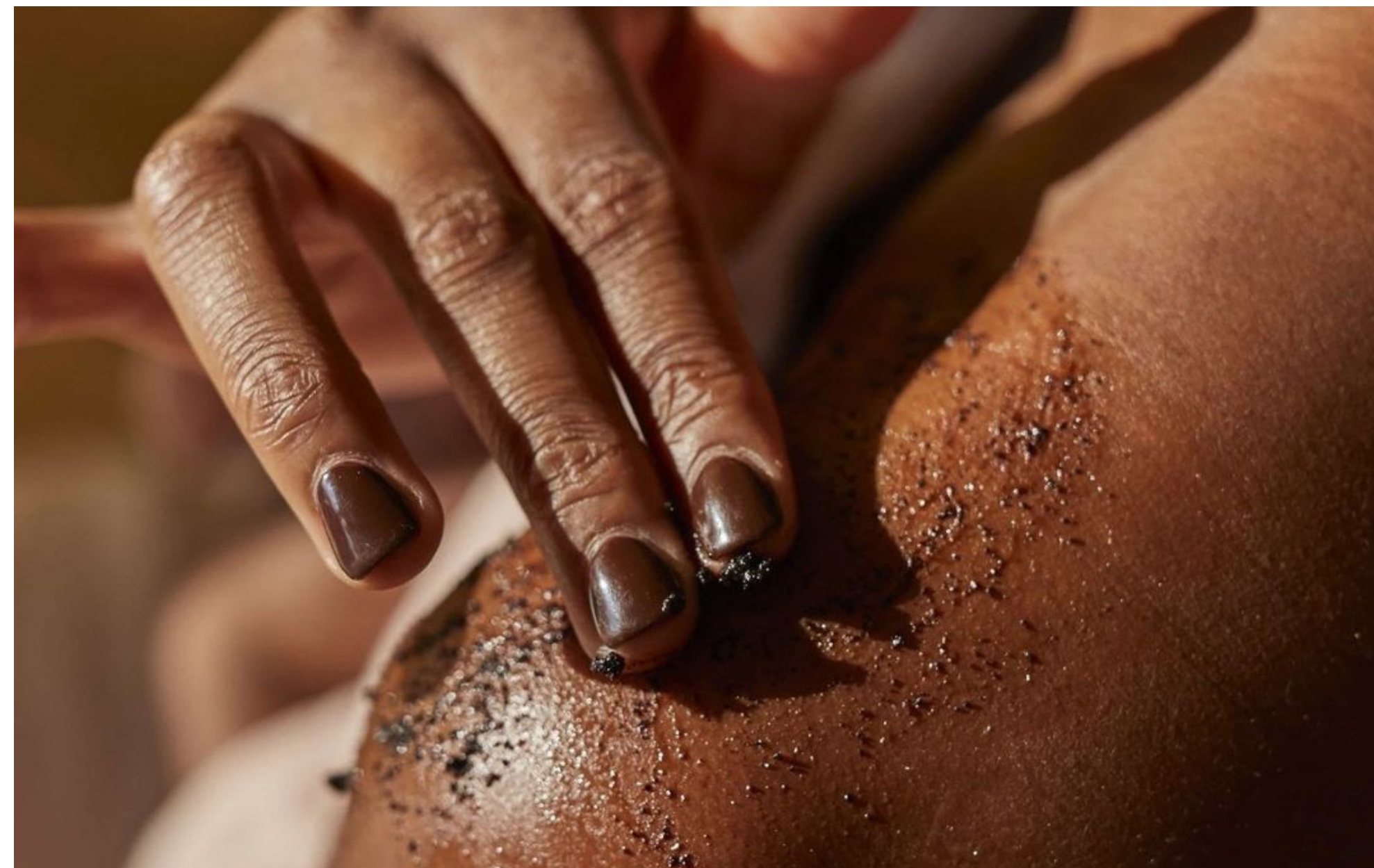
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Beauty & Wellbeing

Quiet
Regrowth



Slow rituals inspire self care and beauty routines



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Floral

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Barely there



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Creative Gifts

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Taking things slow, crafting, cooking and foraging.



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Greetings & Stationery

Quiet
Regrowth



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Party

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Sustainable celebrations inspired by still life



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“This trend sees life slowing down even further, with a quiet yet considered pace of life emerging. Brands and retailers need to connect with a consumer that embraces celebrations and occasions with a conscious mindset and a greater appreciation for the artisan.

The long lasting relationships and bonds with loved ones are nurtured and treasured as modern families re-establish new rituals and traditions.”

Anri Hamilton, Trend Editor

All is Bright

Festive Forecast

2023



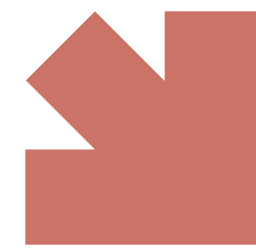
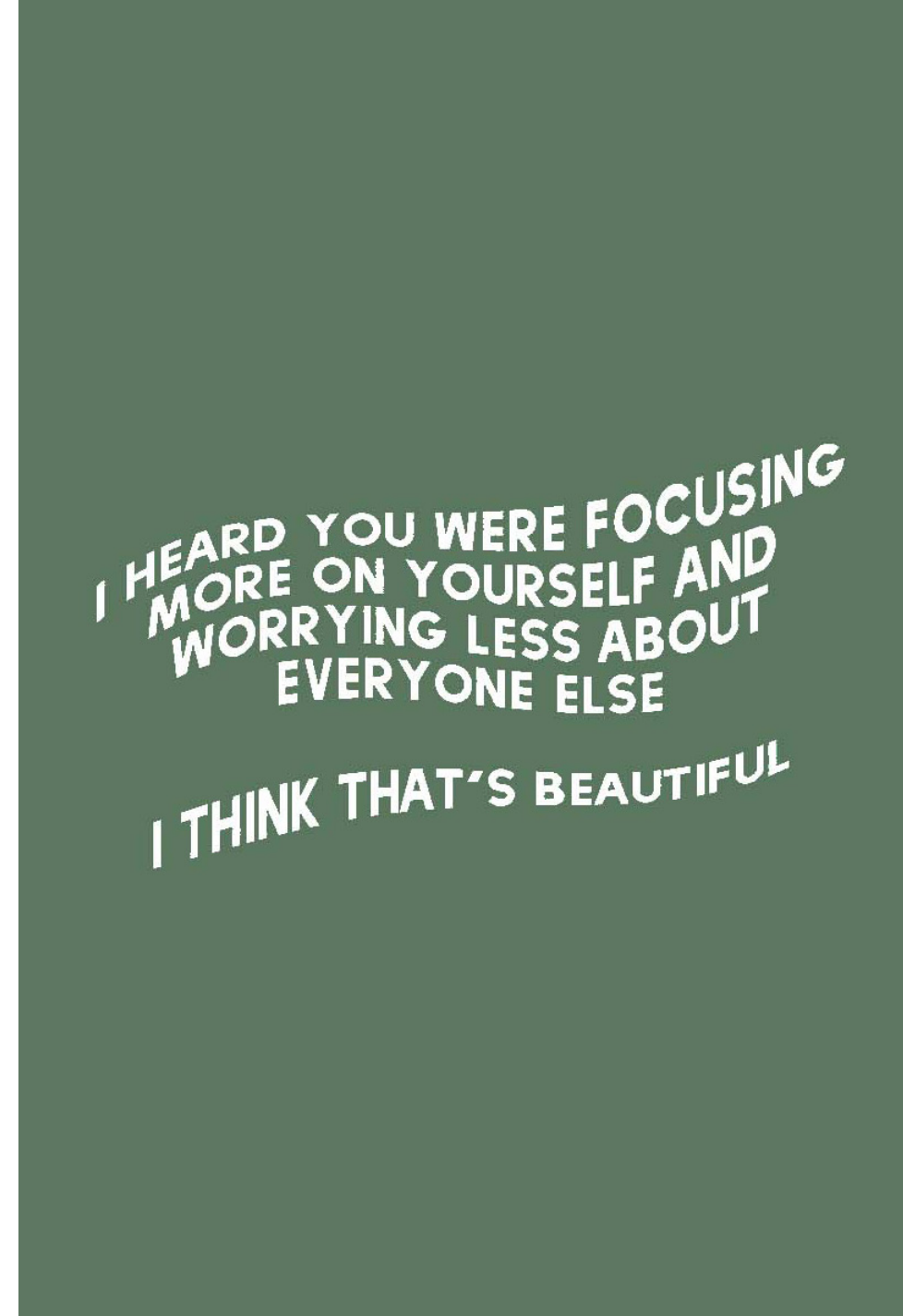
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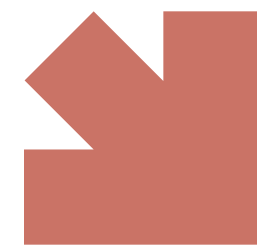
What's driving this trend?

All is Bright

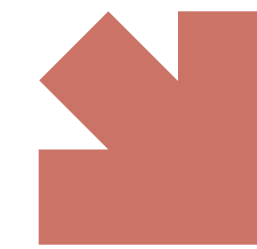
Healthy boundaries, fresh starts and a desire for change drives this joyful trend for the festive season. 'Time well spent' is reassessed, with individuals looking to be liberated from rules and traditions; instead choosing to spend time in a way that brings happiness.



Healthy Boundaries



The New Sobriety



Anti-Tradition



Rejection of Throwaway

Mood

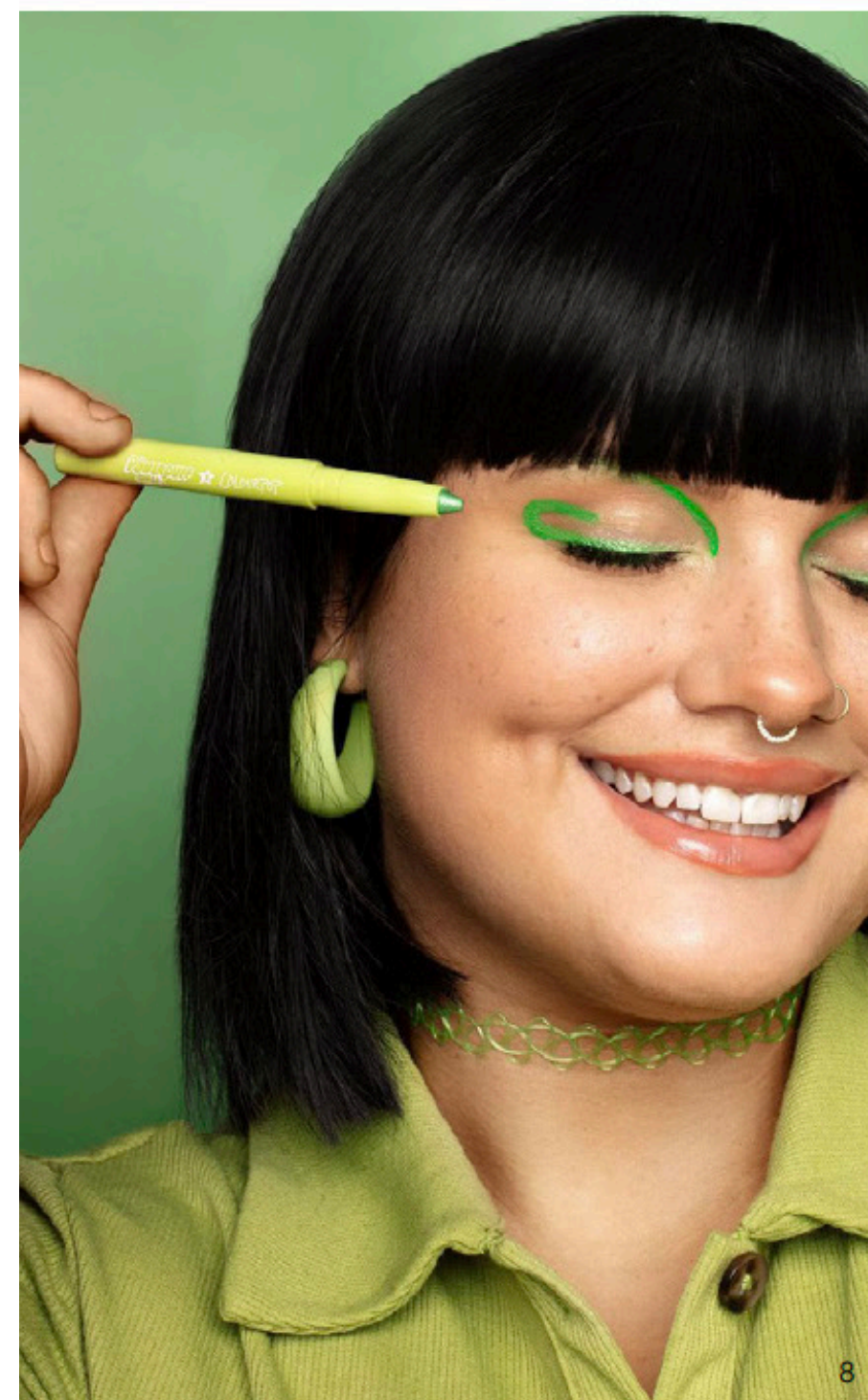
All is Bright

Embracing fresh starts and hopefulness for the year ahead translates into joyful brights, season-less hanging decorations and playful typography in this non-traditional festive story.

Festivities are inclusive to all and have a casual but celebratory tone. There is an informal and 'pop-up' feel to tableware; coloured glass in chunky proportions is carefully styled alongside bamboo plates and recyclable paper trees ready for impromptu gatherings.

All is Bright

Fresh start
Relaxed & joyful
Playful
Casual luxury
Pop up



ALL IS BRIGHT

joy joy joy joy joy joy joy joy joy joy



Colour Palette

All is Bright

This fresh and vibrant palette signifies a fresh start as we look towards the coming year. Desert Flower brings warmth and optimism, combined with Comfrey for a contemporary update on traditional festive combinations. Create a playful look by clashing sugary pinks with coral tones, or focus on cooler shades alone with Liquid Luster for a touch of luxury.

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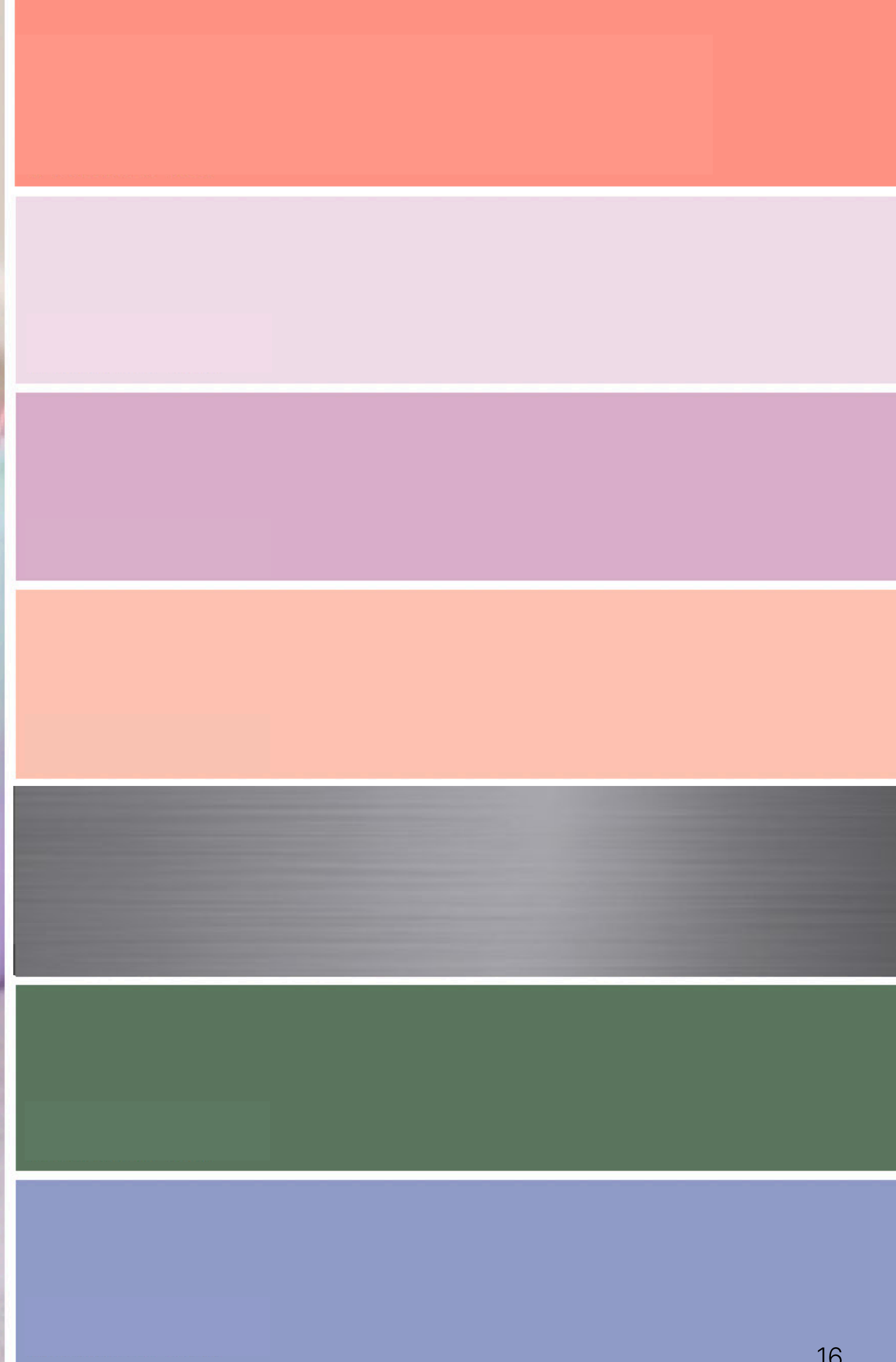
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Colour direction | TCX



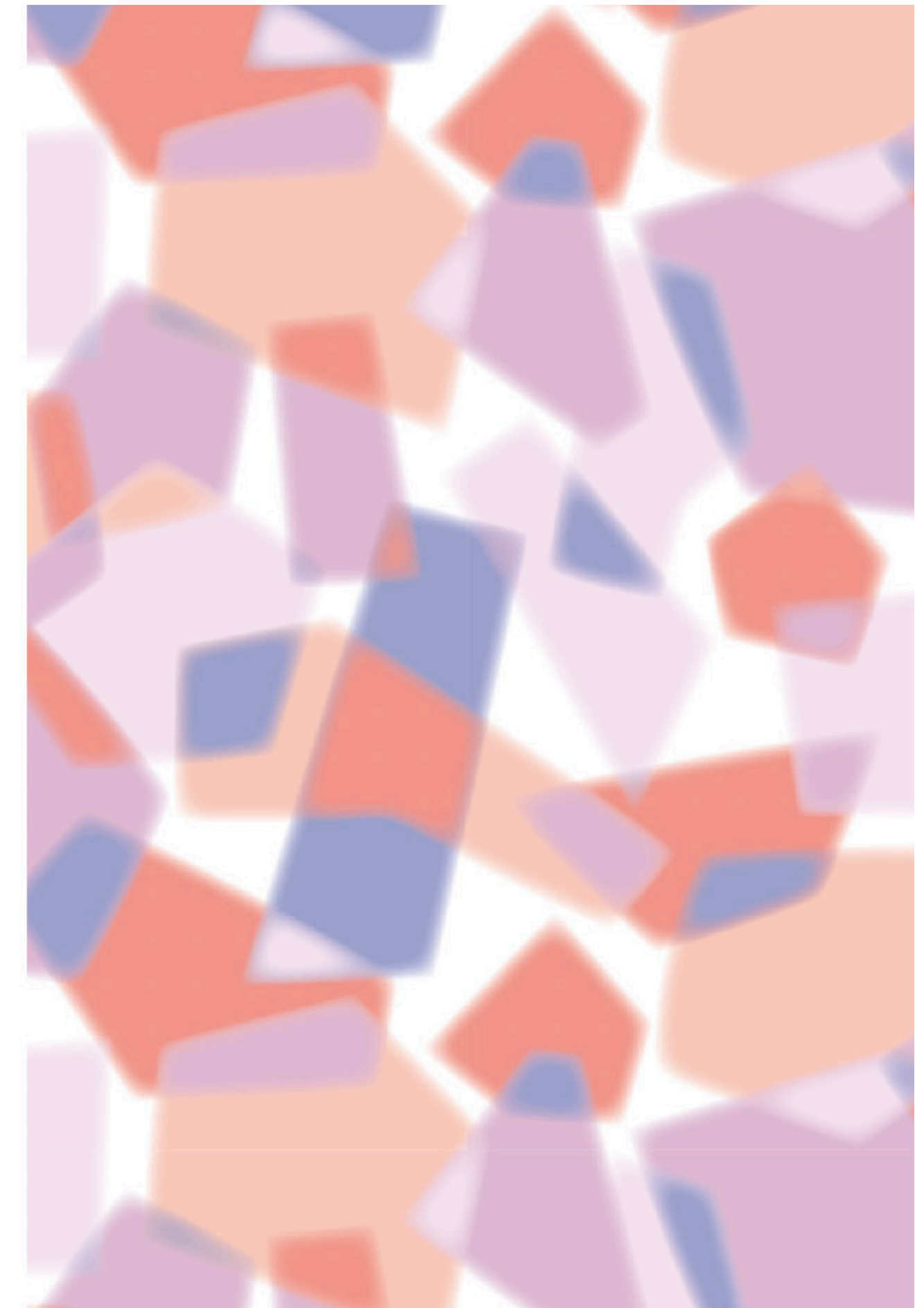
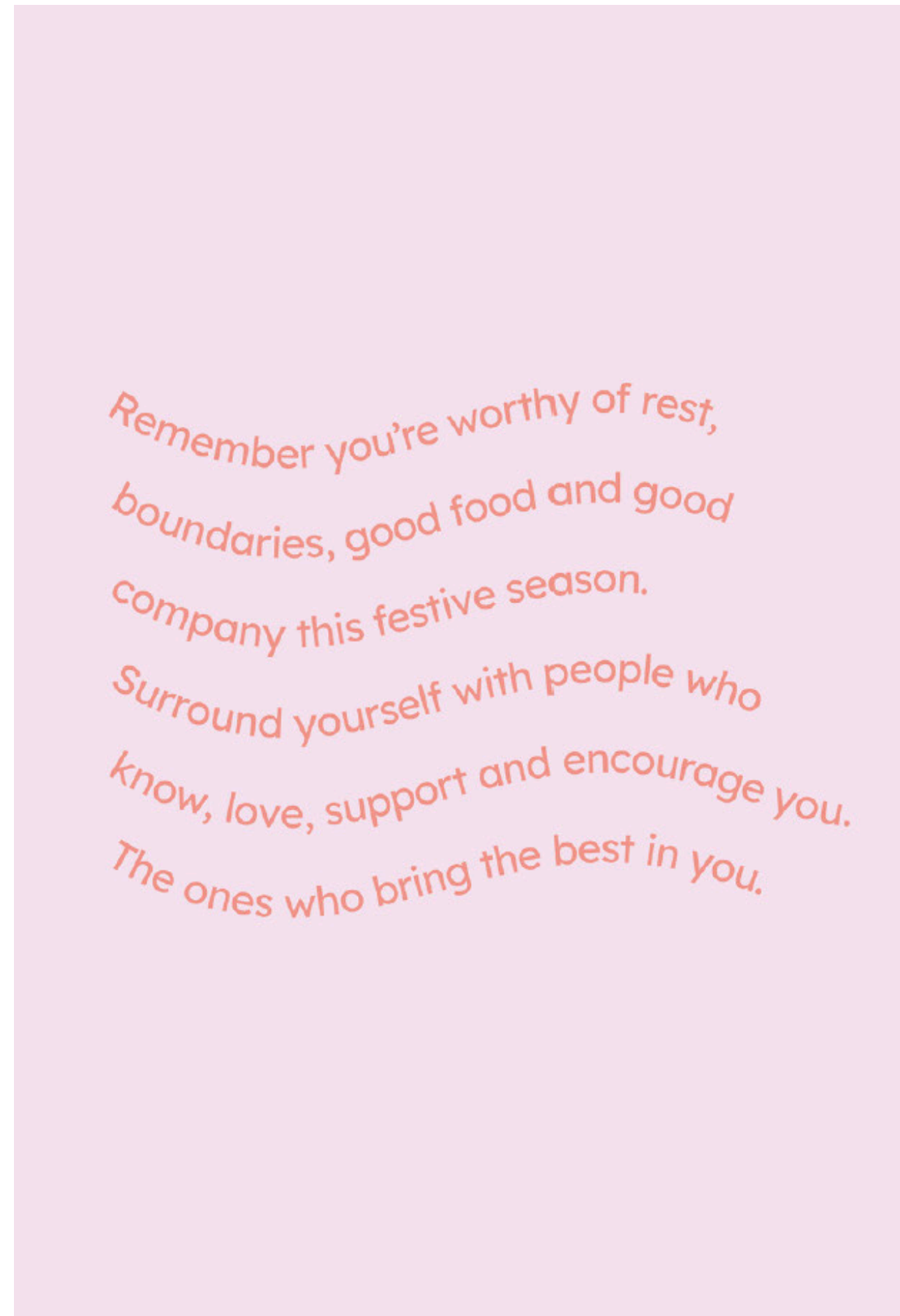
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Playful typography full of optimism and messages of self-care, sits alongside colourful geometrics for a fresh but joyful look. Simple 'startburst' repeats and abstract shapes provide versatile gift wrap options that can be used beyond the holiday period.



Beauty & Wellbeing

All is Bright



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This festive season it's time to focus on yourself, prioritising time and spend it on what makes you feel good.

Gifts

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Self care gifts include silk headwraps and pillows



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Tableware

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Pom-poms offer sustainable table confetti which can be reused again and again

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Greetings & Stationery

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Quit
with
the
Doubt

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Fun stickers add intrigue to wrapped gifts and parcels



Messaging & Sentiment

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Playful, bold and modern seasonal messaging

“Celebrate the festive season in a way that’s right for you. This trend is inclusive of all cultures while focusing on non-traditional or alternative ways of celebrating from food to decor. Capture the relaxed and joyful energy of this trend through simple pattern, fresh colours and playful but luxury design.”

Ruth Kelly, Trend Editor

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Giftting Trends 2022: Positive Potion Kits

By Jenna Galley

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