

2023 Festive Trends



Introducing Festive Forecast 2023

Being together is what matters most.
An opportunity to put fun and togetherness at the heart of Holiday season, which allows us to embrace somewhat imperfect - but utterly joyful - aesthetics that send a clear message of creating a relaxed spirit.

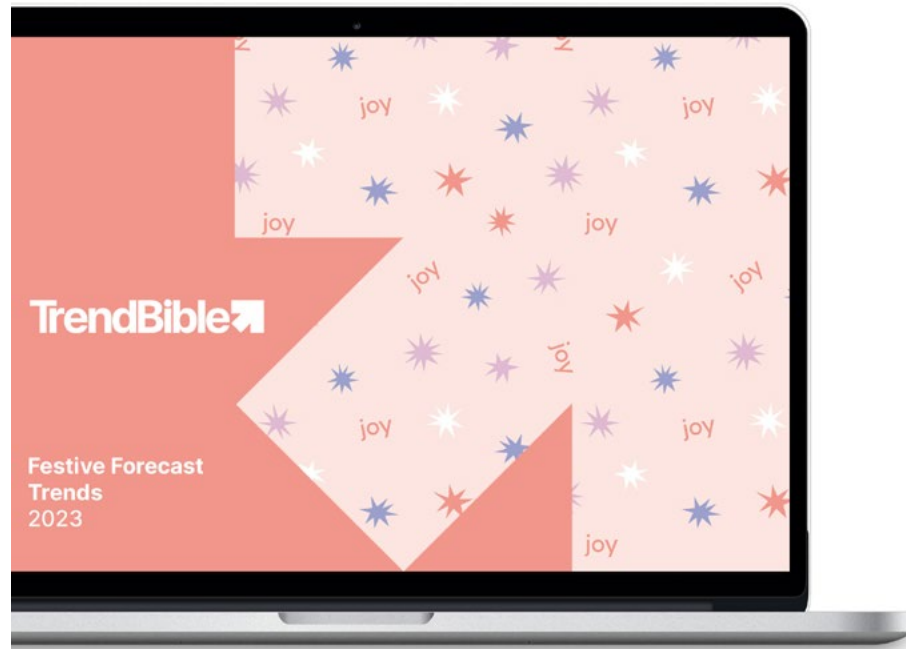
The deep and long-ranging implications of the pandemic mean that celebrating and being together with loved ones is a top priority for the holiday season in 2023.

Intimate moments and real connections are the focus whether there are two or twenty people around the table. Even spending time in deep solo contemplation is necessary this season, with so much collective trauma to process.

Save £200 off Festive 2023 Trends

All is Bright forms one of four trends published in TrendBible's Festive Forecast 2023.

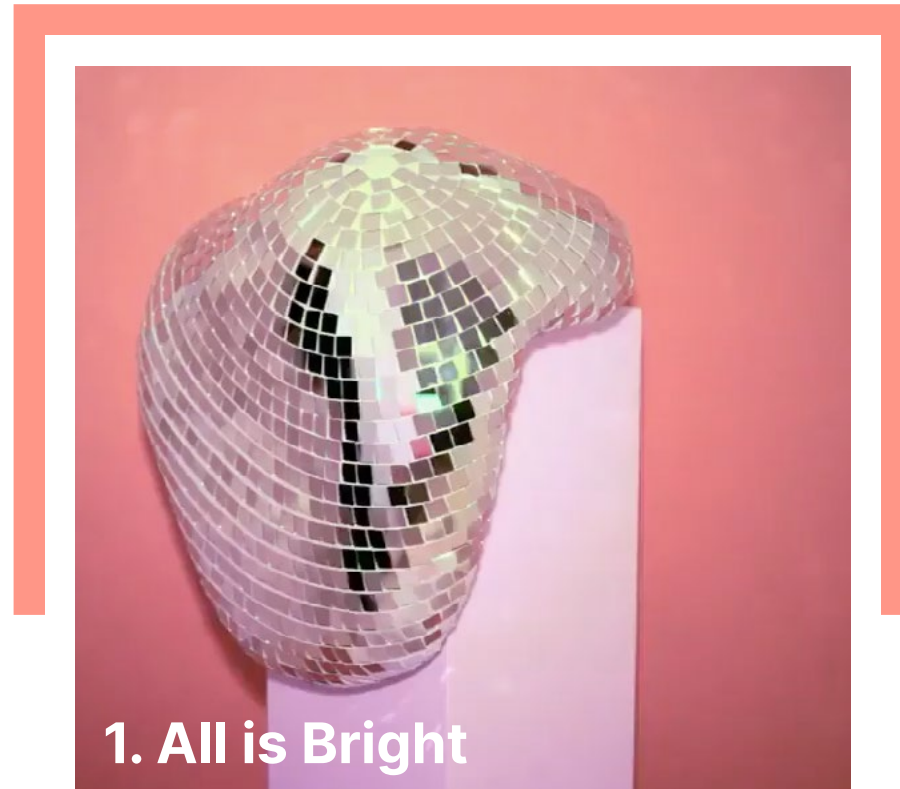
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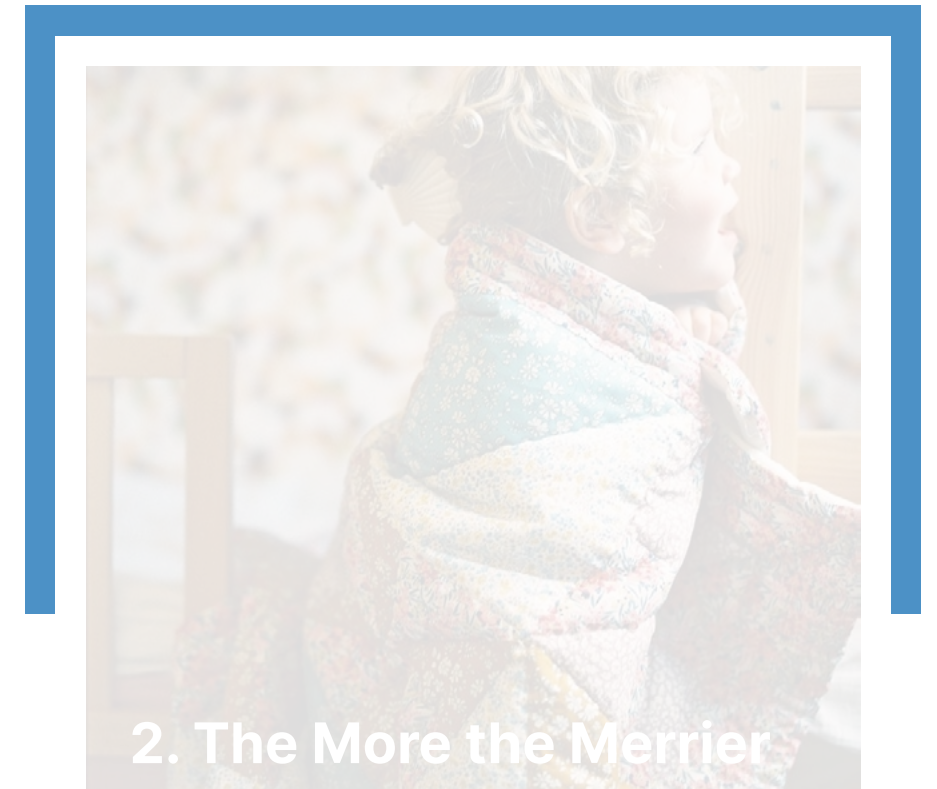
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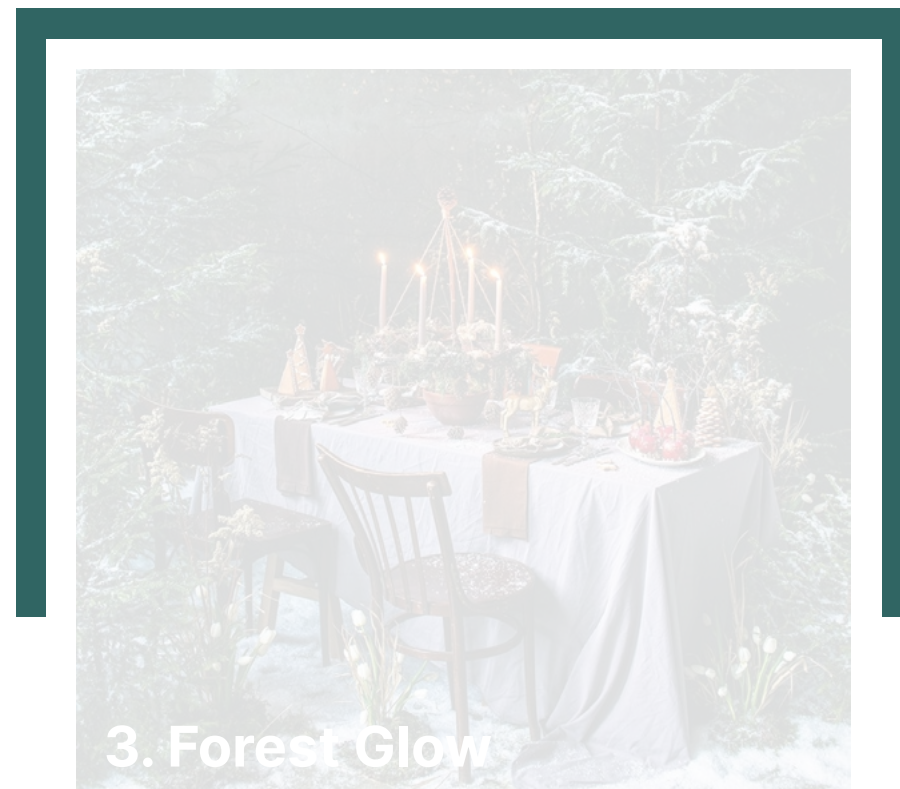
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1. All is Bright



2. The More the Merrier



3. Forest Glow



4. Repose

All is Bright

Trend 1
Festive Forecast 2023

What's driving this trend?

Hope for the Future / Healthy boundaries / Anti-tradition / Thoughtful Choices / Clean Slate

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.

As the global pandemic continues to have devastating longer term effects on our health, consumers make conscious choices to encourage wellness. Being present to experience things more fully over the holiday period becomes a key motivator. The rise of zero-proof spirits and quality low-alcohol beers have seen the non-alcoholic beverage market soar, with sales rising to \$3.1 billion from \$291 million in the US (Nielsen, 2021). Vegan diets or alternative 'festive' meals are embraced as people get comfortable with going against the traditional norms.

More thoughtful choices also influences decor for the season. 'Party to rent' options have increased with companies such as LAY London offering ready to hire, instagram perfect, tablescape. While still celebratory, this trend rejects 'throwaway' culture, focusing instead on decorations that bring joy way beyond the New Year or can be reused year after year.

YOU ARE ALLOWED
TO...SLEEP IN LATE.
EAT TOO MUCH.
CRY FOR NO REASON.
LOVE WHOEVER YOU
WANT. MAKE NEW
FRIENDS. MOVE ON.
LOVE YOURSELF.
BE YOU.

All is Bright

Fresh start
Relaxed & joyful
Playful
Casual luxury
Pop up





All is Bright: Mood

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.

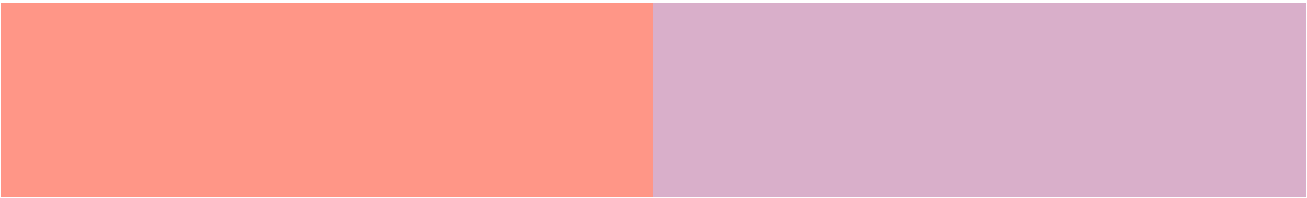
Festivities are inclusive to all and have a casual but celebratory tone. There is an informal and 'pop-up' feel to tableware; coloured glass in chunky proportions are carefully styled alongside bamboo plates and recyclable paper trees ready for impromptu gatherings.

Holiday cards and gifts are an opportunity to recognise growth and empower, with messages of positive boundaries and healthy choices. As individuals make a conscious effort to do what is good for them and the planet, innovative vegan, CBD infused and non-alcoholic options are key for alternative festive dining.

A chilled, feel-good vibe inspires wavy shapes and simple geometric repeats across everything from paper goods to home accessories. Layered streamers in gunmetal metallics and sugary pinks add touches of sparkle and are strung up well beyond the season. Here's to a sober, fully present and joy-filled well New Year!

Colour Combinations

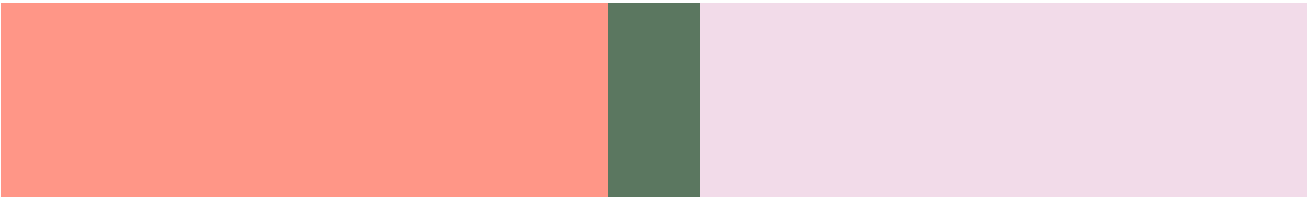
This fresh and vibrant palette signifies a fresh start as we look towards the coming year. Desert Flower brings warmth and optimism, combined with Comfrey for a contemporary update on traditional festive combinations. Create a playful look by clashing sugary pinks with coral tones, or focus on cooler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



Desert Flower / Pirouette



Desert Flower / Comfrey



Desert Flower / Comfrey / Festival Bloom



Comfrey / Liquid Luster / Pirouette



Comfrey / Tropical Peach / Easter Egg



Pirouette / Easter Egg / Liquid Luster / Festival Bloom



Tropical Peach / Desert Flower / Easter Egg / Comfrey



Festival Bloom / Pirouette / Easter Egg / Comfrey / Desert Flower

Range build | Decorations



Ceramic and clay decorations are painted in pastel colours with simple decorative patterns.



Glittering and metallic streamers can be left up to enjoy after the holiday. Use in bold and bright colours to add a joyful energy to the home. Long tassels trims create luxurious, contemporary Christmas stockings.



Christmas decorations are more minimalist in style; advent candles in fresh colour combinations and simple typographical prints.



Range build | Gifting



Little luxuries, including silk hair wraps and pillowcases give loved ones permission to invest in themselves.



Fragrance and cosmetic gifts encourage feelings of well-being with mood enhancing ingredients. Incense in beautiful gift-worthy packaging, essential oil infused candles and CBD self-care products.



Vegan and non-alcoholic options are elevated with sophisticated ingredients and exciting flavour combinations so no one is missing out. Create moments of surprise, particularly confectionery buy experimenting with colour and texture.

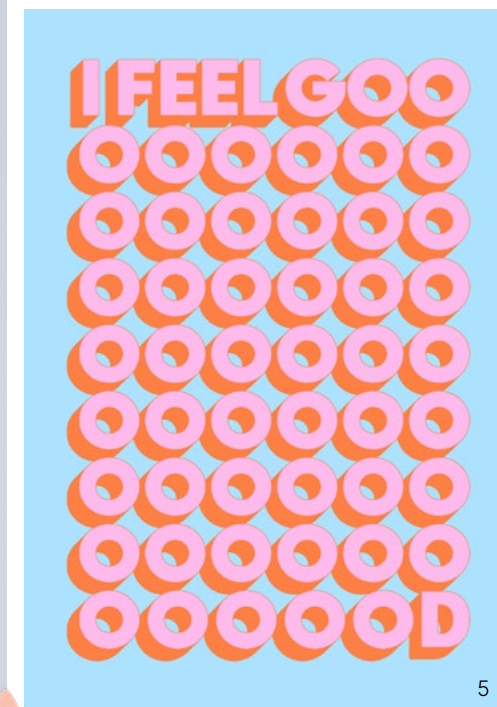
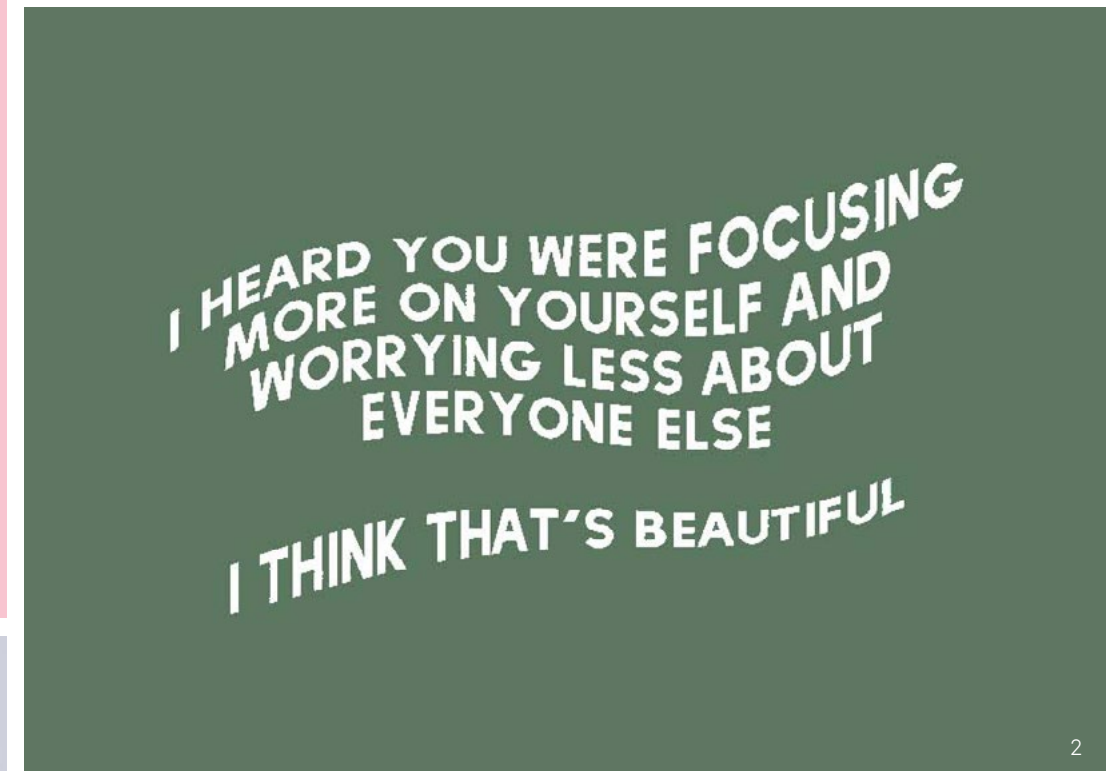


Marketing Moment Feel Good

This festive season it's time to focus on yourself, prioritising what makes you feel good helps you be the best version of yourself.

At a time of year that can feel pressured and overwhelming, narratives that support worrying less and creating healthy boundaries are so important.

For FMCG, products should make consumers 'feel good' from how they look and feel to the quality of the ingredients. Mood enhancing and nutrition focused are key cosmetics including hair and skincare.





Marketing moments **Wavy Lines**

Wavy lines update shape and pattern for the festive season, with a playful and fun aesthetic. Wiggly lines are seen across baubles, decor, giftwrap and gifting.

Use bold and bright colour combinations for a contemporary and chilled vibe across festive decor that can be used outside of the festive period.

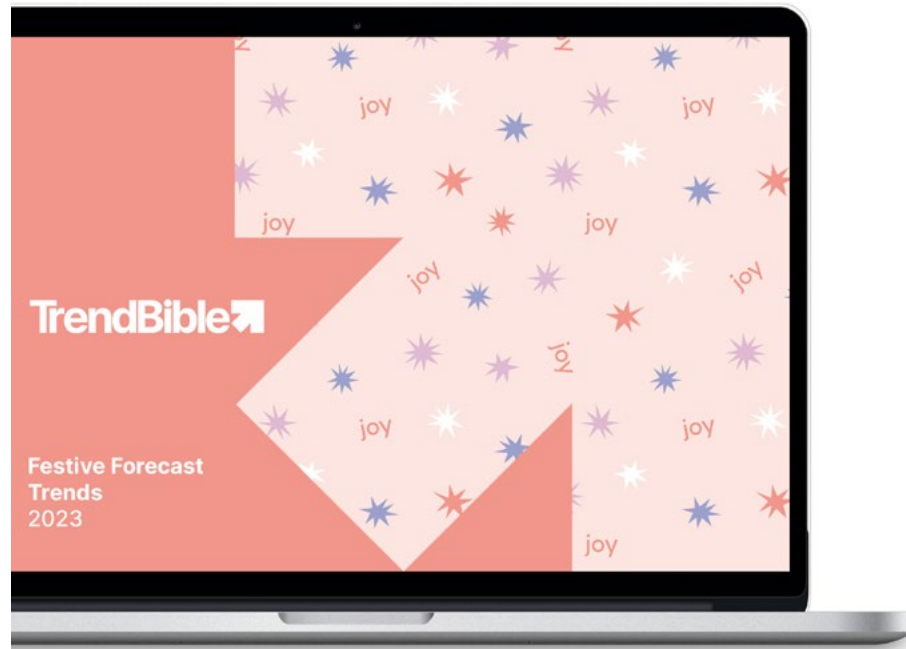


“Capture the relaxed and joyful energy of this trend through simple pattern, fresh colours and playful but luxury design.”

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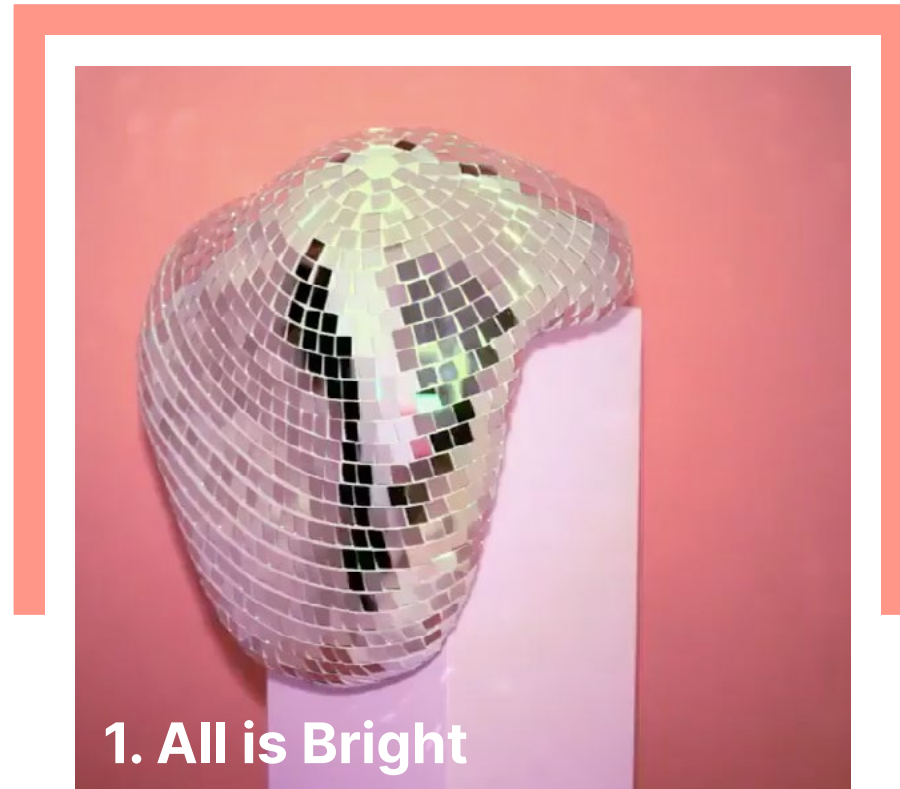
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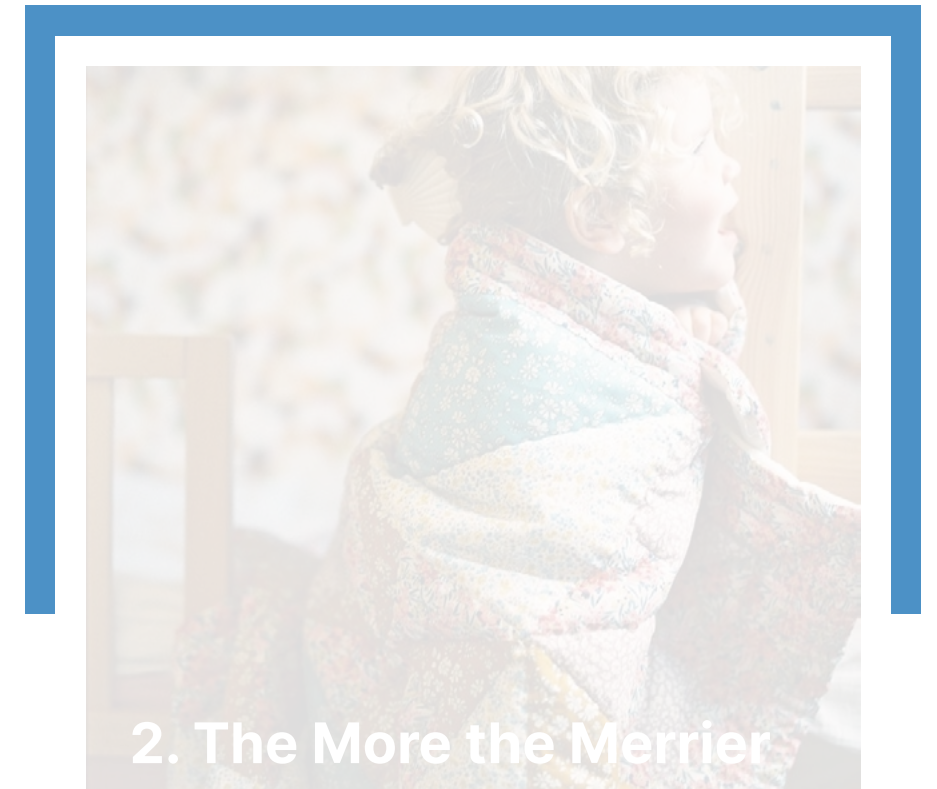
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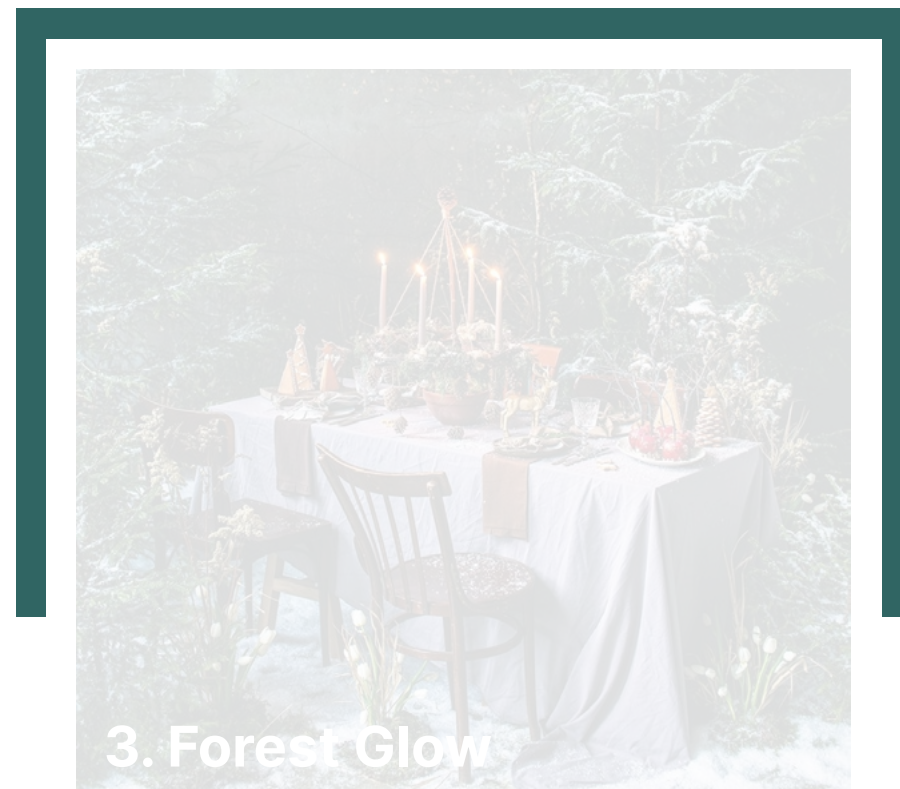
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services drop us a
line.**

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