

Longton
Designs

ADVENT CALENDARS 2021



Alison
Gardiner

Alison
Gardiner



Welcome to the Longton Designs 2021 Christmas Catalogue. We have decided to change the name of the company from Alison Gardiner to Longton Designs to better reflect what we have become, which is a distributor for several brands including Alison Gardiner. Why Longton? Well Longton is the town where our candle factory and warehouse are located. There has been no change in ownership or staff. We look forward to giving you the same level of service and excellent selection of advent calendars, cards, candles and festive gifts as Longton Designs.

It has been a difficult year for retail and particularly for brick and mortar stores. We would like to thank all our customers for their continued support during 2020 and hope that in 2021 we will continue to see improvement in the global situation and shoppers can return to retail with confidence.

Alison Gardiner is an established and popular illustrator with a range of giftware. Her advent calendar and candle designs are recognised globally and are much admired. Based on the popularity of her new 'Winter Wildlife' pattern in 2020, she has created a new mug and tea towel for your Christmas homeware needs.

Coppenrath is a German publisher specialising in traditional Christmas designs with a modern flair. Founded in 1768 and based in Munster, the company has been the centre of traditional German festivities for generations. We work closely with their editorial team to choose and create the perfect adverts for our customers. New adverts for 2021 include a brand-new Gramophone Player which has proved extremely popular with our customers, as well as a new fold-out house.

We hope you will enjoy browsing our new and much-loved designs and we look forward to helping you choose your range for 2021.

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www.longtondesigns.co.uk



Discover Alison's full range of products on her website

www.alisongardiner.co.uk

KEY TO THE SYMBOLS



Made in Germany



Made in Great Britain



Window images relate to the main picture
**see page 47*



Musical Calendar



See price list

*All Advent Calendars and Cards are barcoded;
most have a header for display*

Winter Wildlife Mug

Design by Alison Gardiner
 9.5 cm high; 290 ml
 English fine bone china
 Made in Stoke-on-Trent, GB

MC08



Also on page 35

Alison's Winter Wildlife design became a new favourite among our customers last year. New for 2021 is a delightful Christmas mug in the range.



Window Shopping at Christmas Advent Calendar Cards

PACK OF 24 (4 DIFFERENT DESIGNS)

Design by Barbara Behr
 16.5 x 11.5 cm
 Iridescent glitter / Gold foil
 Envelopes with gold foil

72233

Also on page 34

Nothing brings joy to loved ones more than receiving a Christmas card only to realise it is a little advent calendar, and Copenrath's designs never fail to disappoint! These sweet cards capture the magic and community spirit of shopping at Christmas in their signature German style.





*Play the tunes by adding
the stylus to the vinyl*



Christmas Carols at Night Gramophone

Gramophone with 24 guitar and vocal melodies
24 mini vinyl records with different Christmas carols
Gramophone 10 x 8 x 4.5 cm
Packaging 18 x 18 x 10 cm
Design by Karlotta Fischer
Music by Jos Gerritschen
Replaceable batteries

72331



New



Vintage Gramophone

Vintage gramophone with 24 melodies
24 mini vinyl records with different Christmas tunes
Gramophone 10 x 8 x 4.5 cm
Packaging 18 x 18 x 10 cm
Design by Barbara Behr
Music by Dr. Thomas Göthel
Replaceable batteries

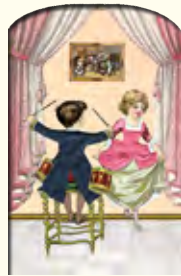
72172



*Play the tunes by adding
the stylus to the vinyl*



— FINALIST —



examples of window images

The Christmas Party Musical Advent Calendar

Design by Barbara Behr
 Music by Dr. Thomas Göthel
 24 Christmas tunes approx 38 seconds
 38 x 52 cm
 Iridescent glitter / Ribbon
 Replaceable battery
 94909



Open a door and press the image for a different Christmas tune every day



Music in the Street Musical Advent Calendar

Design by Barbara Behr
 24 Christmas tunes approx 40 seconds
 52 x 38 cm
 Replaceable battery
 Glitter / Ribbon
 94787



Open a door and press the image for a different Christmas tune every day

Double
Sided



Calendar folds out to reveal the inside of the house

At Home for Christmas

Illustration by Tina Schulte

Folded 26 x 37 cm

Unfolded 52 x 37 cm

Glitter

72098



New



Special
Offer

Woodland Silhouette

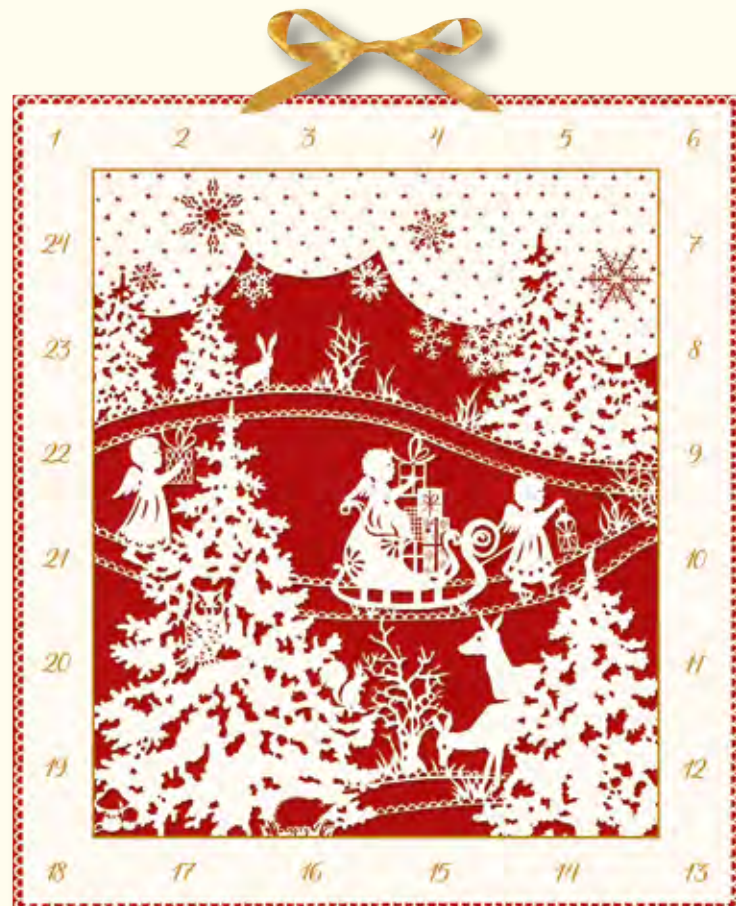
Illustration by Anne Mussenbrock

41 x 46 cm

Layered laser-cut paper

Gold foil / Ribbon

92935



3D moving image

Winter Evening in the Town with 3D Image

Design by Barbara Behr
 29.7 x 21 cm
 Integrated lenticular central panel
 Hole for hanging
 71576



Double Sided

Christmas at the Mansion

Design by Barbara Behr
 Folded 29.5 x 43.5 cm
 Unfolded 59 x 43.5 cm
 Iridescent glitter / Gold foil
 94389



Calendar folds out to reveal the inside of the house

*Special
Offer*

Winter Village with Slide-In Figures

Design by Barbara Behr
 Folded 33 x 30 cm
 Unfolded 68 x 30 cm
 Free-standing alpine scene
 with slide-in figures
 Glitter
 94720



Winter Wonderland with 24 Pop-Up Decorations

Design by Barbara Behr
 47 x 59 cm
 24 pop-up decorations to pull out
 Iridescent glitter / Ribbon
 71437

*Special
Offer*

New



Story of Christmas Silhouette

Illustration by Barbara Behr
46 cm across
Silver foil / Ribbon
Transparent paper
Doors are arranged within the black circle
72260



Christmas Wreath with Festive Houses

Design by Barbara Behr
48 cm across
Iridescent glitter / Ribbon
71438



*Double
Sided*

*Double
Sided*

**Free-Standing Christmas Street**

Design by Barbara Behr
Folded 43 x 30 cm / Unfolded 84 x 30 cm
Accordion fold
Iridescent glitter
92398



reverse

Double Sided



reverse

Victorian Christmas Garland

Design by Barbara Behr
68 x 30 cm
Iridescent glitter / Ribbon
92667

Special Offer



Christmas Treasure Chest

Design by Barbara Behr
55 x 45 cm
Gold glitter / Ribbon
71340



Special Offer





— WINNER —



Moonlight Silhouette

Design by Barbara Behr
 51 x 32 cm
 Silver foil / Ribbon
 Transparent paper
 94719

Can be placed in front of a light to illuminate the design



Woodland Animals with 24 Pop-Up Decorations

Illustration by Anne Mussenbrock
 41 x 46 cm
 24 pop-up decorations with hole for hanging
 Gold foil / Ribbon
 92699

Special Offer





Victorian Music Box

Design by Barbara Behr

34 x 60 cm

Gold glitter / Ribbon

71505



Special Offer



Double Sided



Christmas Railway

Design by Barbara Behr

38 x 60 cm

Glitter / Ribbon

71890



New

Village on the Hill

Design by Barbara Behr
52 x 38 cm
Iridescent glitter / Ribbon
72258

**Circus at Christmas**

Design by Barbara Behr
52 x 38 cm
Iridescent glitter / Ribbon
72327



New



The Christmas House at Night

Illustration by Maria Wissmann

52 x 38 cm

Iridescent glitter / Ribbon

861



Night scene comes to life as the windows open



The Chocolate Shop

Design by Barbara Behr

52 x 38 cm

Iridescent glitter / Ribbon

92685



The Christmas Carousel

Design by Barbara Behr

52 x 38 cm

Iridescent glitter / Ribbon

70300



Winter Castle on the River

Design by Barbara Behr
52 x 38 cm
Iridescent glitter / Ribbon

72259

**New***Special Offer***Santa's Road Trip**

Design by Barbara Behr
52 x 38 cm
Iridescent glitter / Ribbon

71520

**Winter Cottage in the Woods**

Design by Barbara Behr
52 x 38 cm
Glitter / Ribbon

71997





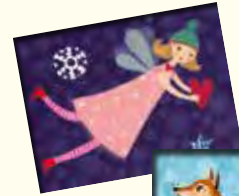
Magical Christmas Eve

Illustration by Mila Marquis

61 x 33 cm

Glitter / Ribbon

72245



New

Victorian Christmas Eve

Design by Barbara Behr

52 x 38 cm

Glitter / Ribbon

71998



The Christmas Imaginarium

Christmas Shop on the Isle of Wight

Design by Russell Ince

52 x 38 cm

Glitter / Ribbon

71908

Nestled in the streets of Ryde, Isle of Wight is Russell Ince's Christmas Imaginarium, one of our Christmas partners who is located just across the water from our office. A beautiful shop filled to the brim with Christmas curiosities and treasures which delight all who visit. This advent calendar is designed by Russell himself.



Glowing in the Snow

Illustration by Maren Briswalter
38 x 52 cm
Glitter / Ribbon
71934



*Special
Offer*



Unicorn Fairytale

Illustration by Ute Simon
52 x 38 cm
Glitter / Ribbon
94691

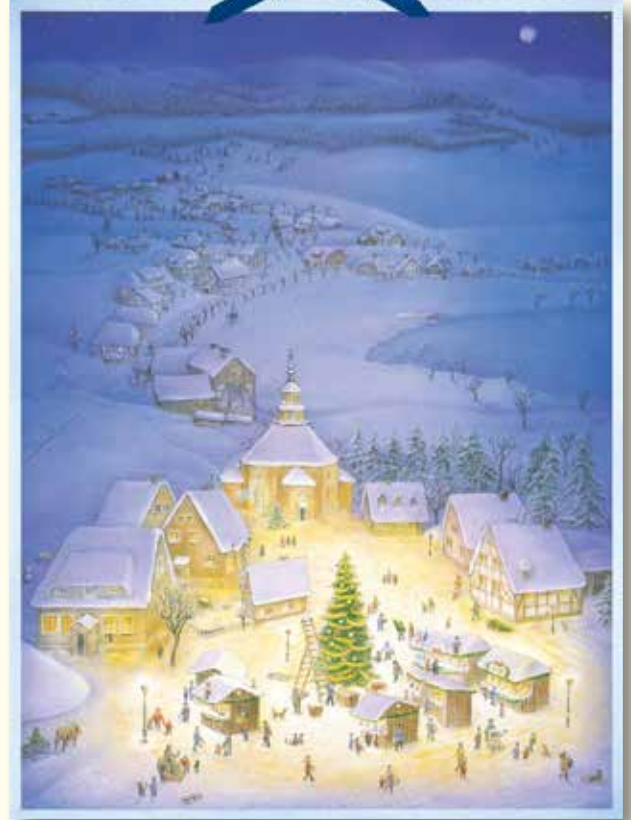


*Special
Offer*



In the Christmas Avenue

Design by Barbara Behr
38 x 52 cm
Iridescent glitter / Ribbon
71504





Giving Gifts on Christmas Eve

Design by Barbara Behr
38 x 52 cm
Glitter / Ribbon
71999



Christmas in the Wilderness

Illustration by Anna de Riese
38 x 52 cm
Glitter / Ribbon
71978



A Glimpse of Santa

Illustration by Richard McNeil
58 x 34 cm
Glitter / Ribbon
71920





All Highgrove Advent products are made in Great Britain

3D Highgrove Advent Calendar

Easy to assemble 4 sided cardboard model of Highgrove House with windows on the front and sides
Die-cut garden features and characters to create a Christmas scene
Dimensions 26 x 22 x 13 cm
Pack size A3 with header and euroslot for retail display
ACS10



HIGHGROVE

The official Highgrove advent calendar by Alison Gardiner.



Highgrove House at Christmas Advent Calendar

Design by Alison Gardiner
42 x 29.7 cm
Flitter / Ribbon

ACS8



Highgrove House at Christmas Jigsaw Puzzle

Design by Alison Gardiner
See page 40 for details

JIGC8

Highgrove House at Christmas Advent Calendar Card

Design by Alison Gardiner
21 x 14.8 cm
Envelope

ACC8



SALES OF THESE PRODUCTS PROVIDE A DONATION TO THE PRINCE OF WALES'S CHARITABLE FOUNDATION

All Advent Calendars
42 x 29.7 cm / Printed in Great Britain 



Christmas in the Village

AC1



Palace of Westminster

AC9





Country House Christmas

AC3



Christmas at the Old Town House

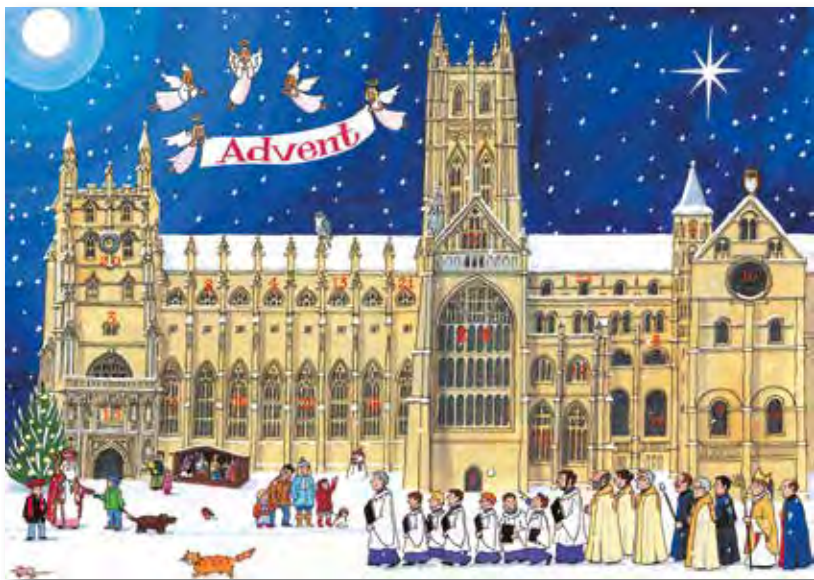
AC5



Christmas at the Palace

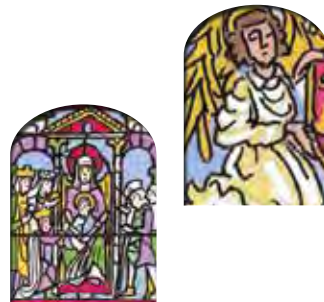
AC6





Christmas at the Cathedral

AC4



Christmas Ice Skating

AC7



*Nativity Storybook
Advent Calendar*

Jesus is Born

Open the door every day to reveal the story of the Nativity in words and pictures

AC2



The shepherds hurried to the stable where they found the baby lying in a manger.

*See page 29 for more
Nativity Storybook Advent Calendars*



Christmas at the Townhouse

Design by Barbara Behr

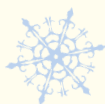
29.7 x 42 cm

Iridescent glitter / Hole for hanging

72320



New



New

Festive Dogs

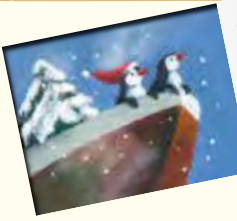
Design by Barbara Behr

29.7 x 42 cm

Iridescent glitter / Hole for hanging

72329





The ship sets off slowly into rough and stormy seas; while every day, Pip and Snowy dream of Christmas trees.

Penguin's Christmas Story

Illustration by Henrick Wilson, story by Julia Weiss
 42 x 29.7 cm
 Story told through words and pictures
 Iridescent glitter
 ACL4723

Storybook Advent Calendar



Special Offer

Each door opens to reveal pictures and text that tell a story about the penguins' Christmas.



Mischievous Christmas Cats

Design by Barbara Behr
 29.7 x 42 cm
 Cut-out
 Iridescent glitter / Hole for hanging
 94369



Skiing on the Retro TV

Design by Barbara Behr
 42 x 29.7 cm
 Iridescent glitter
 Hole for hanging
 92516



New

Fawns' First Christmas

Design by Barbara Behr
29.7 cm across
Iridescent glitter / Hole for hanging
72330

**Festive Wildlife Wreath**

Design by Barbara Behr
29.7 cm across
Glitter / Hole for hanging
71979



Double Sided

**Santa's Forest Sleigh**

Design by Barbara Behr
42 x 29.7 cm
Glitter / Hole for hanging
71980



New

Festive Farm

Design by Barbara Behr
21 x 29.7 cm
Glitter / Hole for hanging
71891



Christmas Kittens

Design by Barbara Behr
29.7 x 21 cm
Glitter / Hole for hanging
94746



Dancing Round the Tree

Design by Barbara Behr
24.5 x 35 cm
Iridescent glitter
ACL70013



New

**In the Christmas Avenue – Standard**

Design by Barbara Behr
21 x 29.7 cm
Iridescent glitter / Hole for hanging
72332

**Santa's Road Trip – Standard**

Design by Barbara Behr
29.7 x 21 cm
Glitter / Hole for hanging
72004



*Special
Offer*

**Teddy Bears' Kitchen**

Photos by Ulrike Schneiders
29.7 x 21 cm
Gold foil / Hole for hanging
92354

**Victorian Christmas Sleigh**

Design by Barbara Behr
29.7 x 21 cm
Glitter / Hole for hanging
71325



The Chocolate Shop – Standard

Design by Barbara Behr
 29.7 x 21 cm
 Glitter / Hole for hanging
 94391



The Christmas Express – Standard

Design by Barbara Behr
 29.7 x 21 cm
 Glitter / Hole for hanging
 92517



German Town at Christmas

Design by Barbara Behr
 29.7 x 21 cm
 Glitter / Hole for hanging
 71323



The Christmas Carousel – Standard

Design by Barbara Behr
 29.7 x 21 cm
 Glitter / Hole for hanging
 71324



Baby Jesus and the Animals

Illustration by Constanza Droop

24.5 x 35 cm

Iridescent glitter

ACL71334

**Church Christmas Market**

Illustration by Maria Wissman

24.5 x 35 cm

Iridescent glitter

ACL70180

**Nordic Christmas**

Illustration by Thea Ross

35 x 24.5 cm

Iridescent glitter

ACL8972

**Whizzing through the Snow**

Illustration by Anne Mussenbrock

24.5 x 35 cm

Iridescent glitter

ACL8975





*Nativity Storybook
Advent Calendar*

The 3 Wise Men

Illustration by Anna de Riese
Tells the Nativity story through words and pictures
24.5 x 35 cm
Iridescent glitter

ACL7146



The Nativity

Illustration by Helmut Dohle
Tells the Nativity story through words and pictures
35 x 24.5 cm
Iridescent glitter

ACL4716



*Nativity Storybook
Advent Calendar*

The Shepherds' Watch

Illustration by Alida Massari
Tells the Nativity story through words and pictures
24.5 x 35 cm
Iridescent glitter

ACL70993



*Nativity Storybook
Advent Calendar*



The Christmas Miracle

Illustration by Maria Wissmann
35 x 24.5 cm
Iridescent glitter

ACL70050





Houses Mini Advent Lanterns

PACK OF 24 (4 DIFFERENT DESIGNS)

Design by Barbara Behr

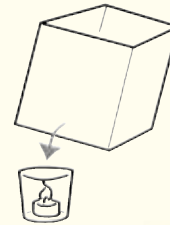
16.5 x 11.5 cm

Pre-folded into lantern

Iridescent glitter

Translucent gold envelopes / Separate cards for message

71022



*Can be illuminated with
flameless battery powered
tealight for best effect*



Silhouette Mini Advent Lanterns

PACK OF 24 (4 DIFFERENT DESIGNS)

Design by Barbara Behr

16.5 x 11.5 cm

Laser-cut cardboard over translucent paper

Gold envelopes / Separate cards for message

92998





3D Winterscapes Advent Calendar Cards

PACK OF 24
(4 DIFFERENT DESIGNS)

Design by Barbara Behr

16.5 x 11.5 cm

3 folding layers

Iridescent glitter

Envelopes with gold foil

72271



Winter Woodland Walk Advent Calendar Cards

PACK OF 24
(4 DIFFERENT DESIGNS)

3D effect lenticular panel

Design by Barbara Behr

16.5 x 11.5 cm

Glitter / Gold foil

Envelopes with gold foil

72002



Adorable Winter Wildlife Advent Calendar Cards**PACK OF 24 (4 DIFFERENT DESIGNS)**

Illustration by Sarah Summers

15 x 15 cm

Iridescent glitter / foil

Envelopes with gold foil

72279

New**Nostalgic Dreams with Glitter Windows
Advent Calendar Cards****PACK OF 24 (4 DIFFERENT DESIGNS)**

Design by Barbara Behr

11.5 x 16.5 cm

Integrated glitter shaker

Iridescent glitter

Envelopes with gold foil

71583

*Shake the card to make
it snow glitter***Victorian Christmas Houses
Advent Calendar Cards****PACK OF 24 (4 DIFFERENT DESIGNS)**

Design by Barbara Behr

11.5 x 16.5 cm

Iridescent glitter

Envelopes

71506



Victorian Advent Calendar Cards

PACK OF 24 (4 DIFFERENT DESIGNS)

Design by Barbara Behr

16.5 x 11.5 cm

Glitter

Envelopes with gold foil

92349



Double Sided

Little Christmas Cutouts Advent Calendar Cards

PACK OF 24

(4 DIFFERENT DESIGNS)

Die-cut cards

Design by Barbara Behr

16.5 x 11.5 cm

Glitter / Gold foil

Envelopes with gold foil

72014



Christmas Scene Silhouettes Advent Calendar Cards

PACK OF 24 (4 DIFFERENT DESIGNS)

Laser-cut silhouetted designs

Design by Barbara Behr

15 x 15 cm

Gold and silver foil

Envelopes with gold foil

71811





Window Shopping at Christmas Advent Calendar Cards

PACK OF 24 (4 DIFFERENT DESIGNS)

Design by Barbara Behr

16.5 x 11.5 cm

Iridescent glitter / Gold foil

Envelopes with gold foil

72233

New



Around the Town Advent Calendar Cards

PACK OF 24 (4 DIFFERENT DESIGNS)

Design by Barbara Behr

16.5 x 11.5 cm

Iridescent glitter

Envelopes with gold foil

94147



Folding Advent Calendar Cards

**PACK OF 24
(4 DIFFERENT DESIGNS)**

Design by Barbara Behr

Folded 16.5 x 11.5 cm

Unfolded 33 x 11.5 cm

Free-standing accordion fold

Iridescent glitter

Gold envelopes

71329





Winter Wildlife Tea Towel

Design by Alison Gardiner
74 x 48 cm
100% cotton

TTC08



Winter Wildlife Mug

Design by Alison Gardiner
9.5 cm high; 290 ml
English fine bone china
Made in Stoke-on-Trent, GB

MC08



Christmas Mug

Design by Alison Gardiner
9.5 cm high; 290 ml
English fine bone china
Made in Stoke-on-Trent, GB

MC01



Holly & Ivy Tea Towel

Design by Alison Gardiner
74 x 48 cm
100% Cotton

TTC03



Christmas Tea Caddy

Design by Alison Gardiner
7.5 x 10 x 7.5 cm
Loose leaf tea

TCNC01



All designs by Alison Gardiner

21 x 14.8 cm

Envelope

Printed in Great Britain



Palace of Westminster

ACC9



Highgrove House at Christmas

ACC8



Christmas in the Village

ACC1



Country House Christmas

ACC3





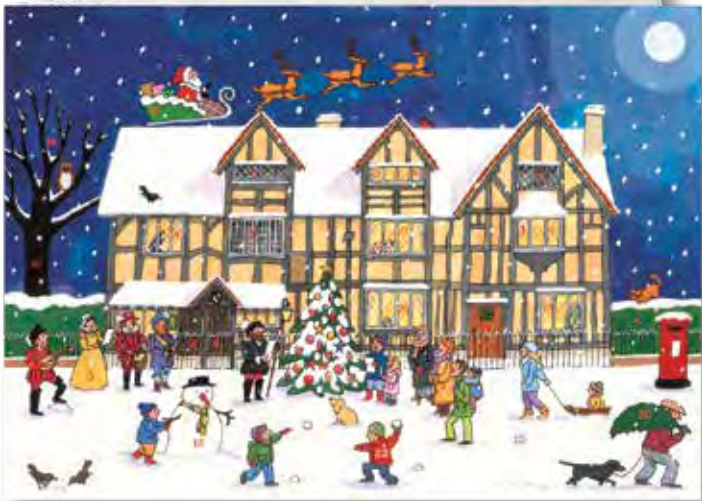
Christmas at the Palace
ACC6



Christmas at the Cathedral
ACC4



Jesus is Born
ACC2



Christmas at the Old Town House
ACC5



Christmas Ice Skating
ACC7



Advent Dinner Candles

29.5 cm high
Burn time 10 hours
Made by us in Longton



*Light the candle each day of Advent
from 1st December*

*Display box for 12 candles
available on request, see price list*

Mixed Candle Box

Box of 30 candles
5 of designs CA2, CA3, CA4,
CA5, CA7, CA8

CAM



Wise Men
Advent Candle

CA2



Holly and the Ivy
Advent Candle

CA3



Santa's Sleigh
Advent Candle

CA4



Snowmen
Advent Candle

CA5



Red Choir Boys
Advent Candle

CA6



Winter Birds
Advent Candle

CA7



Winter Wildlife
Advent Candle

CA8

(Also available in blue as CA1)

Advent Pillar Candles

25 cm high
Burn time 50 hours



Candle Holder

Metal holder for pillar candle
Spike to keep candle stable
Display box of 10

HCAP



**Holly and the Ivy
Advent Pillar Candle**

CAP3



**Snowmen
Advent Pillar Candle**

CAP5



**Wise Men
Advent Pillar Candle**

CAP2



**Santa's Sleigh
Advent Pillar Candle**

CAP4



**Red Choir Boys
Advent Pillar Candle**

CAP6



**Winter Birds
Advent Pillar Candle**

CAP7



**Winter Wildlife
Advent Pillar Candle**

CAP8

All Jigsaw Puzzles:

Puzzle 68 x 48 cm / Box 33 x 28 x 6 cm / 1000 piece

Made in Europe



Christmas at the Cathedral

Design by Alison Gardiner

JIGC4



Highgrove House at Christmas

Design by Alison Gardiner

JIGC8



Palace of Westminster

Design by Alison Gardiner

JIGC9



Christmas in the Village

Design by Alison Gardiner

JIGC1



New



New



Circus at Christmas

Design by Barbara Behr

14144



The Toy Shop

Design by Barbara Behr

14145



Music in the Street

Design by Barbara Behr

14194



Village on the Hill

Design by Barbara Behr

14172



The Christmas Express

Design by Barbara Behr

14141



The Chocolate Shop

Design by Barbara Behr

14142



German Town at Christmas

Design by Barbara Behr

14143



The Christmas Carousel

Design by Barbara Behr

14107



Christmas Kittens

Design by Barbara Behr

14130



Pop-up Nativity Matchbox

PACK OF 12 (1 DESIGN)

Illustration by Barbara Behr

7.5 x 5.5 x 2 cm

Gold Foil

Comes with Point of Sale to display 12 boxes

94195



Comes with Point of Sale for boxes



Free Standing Nativity Scene

16 sturdy card Nativity figures with stands

Illustration by Barbara Behr

Box Size: 11 x 9 x 3 cm

Gold Foil on box cover

Box unfolds to create background

71351





Christmas Wrapping Paper Book

Design by Barbara Behr

20 x 25 cm

Book containing 10 different wrapping paper sheets

Each sheet 50 x 70 cm uncoated paper

2 DIY idea pages

Gift tags inside

94411



Luxury Pop-Up Paper Bauble

PACK OF 40 (4 DESIGNS)

Design by Barbara Behr

7 cm diameter

Pop-up gift tag / Christmas decoration

Envelopes with gold foil

Comes with Point of Sale to

display 40 baubles

94415



Point of Sale



Sticker Book

Design by Barbara Behr
 17.5 x 14.2 cm
 116 stickers with gold foil
 94417



Pop-Up Book Decoration

PACK OF 24 (4 DESIGNS)

Design by Barbara Behr
 Magnetic closure
 3.5 x 4.5 cm
 Little book which opens up to make a beautiful carousel hanging decoration
 Hard cover with gold foil
 Golden cord to hang up
 Individually packed in transparent sleeve
 Comes with Point of Sale to display 24 decorations

60391



Point of Sale



Miniature Victorian Advent Calendar Cards

BOX OF 72 (6 DESIGNS)

Illustration by Barbara Behr

8.5 x 6 cm

Gold envelopes

Comes with Point of Sale to display 72 cards

94873



Actual Size



Miniature Advent Calendar Cards

BOX OF 72 (6 DESIGNS)

Design by Barbara Behr and Christina Kolsch

8.5 x 6 cm

Glitter

Red envelopes

Comes with Point of Sale to display 72 cards

92360

Actual Size



Point of Sale for cards





Miniature Nostalgic Advent Calendar Cards

BOX OF 72 (6 DESIGNS)

Design by Barbara Behr

8.5 x 6 cm

Glitter

Gold envelopes

Comes with Point of Sale to display 72 cards

72030



Actual Size

Special Feature

Many of our advent calendars have a special feature where the images inside the windows correspond directly to the main illustration. This has proved a very popular feature with customers about which we often get positive feedback.

For example, please see *The Christmas House at Night* to the right showing the windows open.

Full details about *The Christmas House at Night* can be found on page 13.

Window images relate to the main picture *see Key on inside cover



Windows closed



Windows open



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