

# CHRISTMAS TRENDS 2021

A look at the trends by Christmas World

Christmas is promising to be a little extra special this year. It seems we will finally get a taste of normal life again, and this prompts us to decorate and celebrate, and so everything will be a more sparkly and chique.

Christmas World presents us with three distinct Christmas styles, each one with their own identity and colour palette.



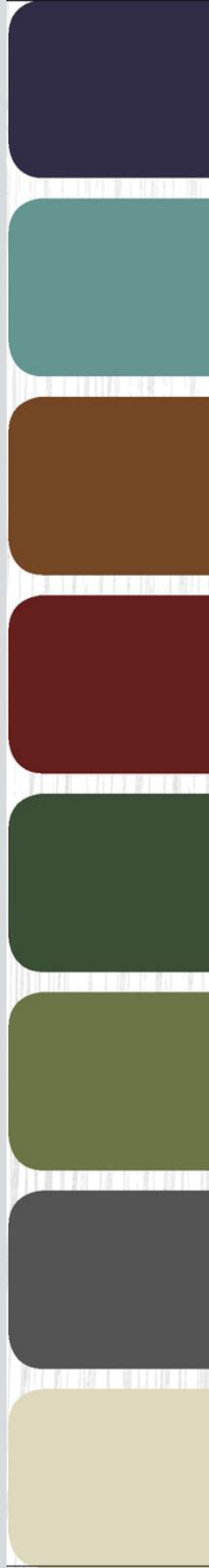
# contemplative *approach*

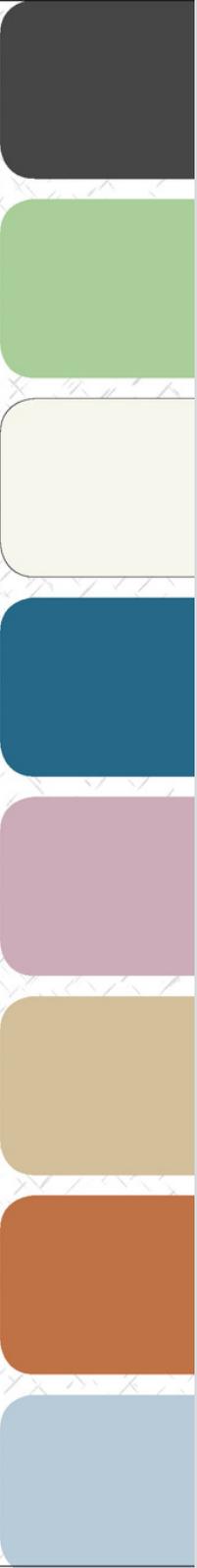


The world of Contemplative Approach offers us raw materials and a focus on nature. Textured objects made from wood, cork, and burlap mix seamlessly with metal and stone.

Objects and ornaments seem to come directly from nature, and materials remain in their natural state as much as possible. Craftmanship is clearly visible in this style. Expect polished stone and loosely woven fabrics, and fruits from the forest like pinecones, bark, and nuts.

The colour palette matches with the materials and emphasizes them and the restrained mood, all deep and warm colours to bring out the beauty of nature.





With playful and artistic designs, this poetic style offers a fresh and positive vibe. Floral patterns, flowers, and frills is what Herloom Feelings brings in abundance.

Fine and delicate ornaments and designs are an answer to the current situation of working at home. Christmas will be made extra festive, prompting us to dress up nicely and celebrate our renewed freedom. This style breathes luxury and optimism in the form of festive decorations, gift wrapping papers, and greeting cards for instance.

The colours are soft and optimistic, mixing romantic and velvety shades to create a dreamy look.

# heirloom *feelings*



**christmasworld** 01 BELLIZZI ORNAMENTS, Vivant. / 02 HOME ADORNMENT by Shiqi Li. / 03 CHRISTMAS DECORATION (porcelain) Hübsch. / 04 'ERDEM' in Special Colourway on Adam Grey dyed silk, de Gournay. / 05 ICEY by Jinya Zhao.

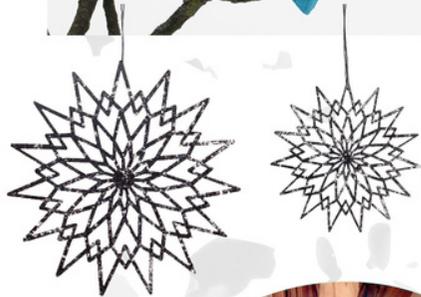
# spirited *response*



01



04



02



05



03

The desire for more sustainability is no longer a trend. It has become part of our lives and businesses. We can no longer deny the need for it. The trend Spirited Response inspires with sustainable solutions, aimed at zero waste, upcycling and recycling, reduce of raw materials, and a circular economy.

Handmade and handcrafted, playful in nature, and with bright and lively colours that inspire to think outside the box. Various recycling processes can be combined with ready-made products. Old fabrics and paper can be used to create stunning Christmas decorations with a personal touch. In this case trash does become treasure!

The colour palette echoes this playful sentiment, with a variation of warm and brighter shades, ranging from burgundy red to earthy tones, blues and yellows.