

## Countdown to Christmas

In many households there is a family debate about when Christmas decorations should take pride of place, but according to tradition, Christmas trees and decorations should go upon the first day of the advent which is the fourth Sunday before Christmas. This year, that falls on Sunday 3<sup>rd</sup> December 2023 – however, many families will coincide their decorations with the opening of the first window on their advent calendar on 1<sup>st</sup> December.



Of course, advent calendars have been a popular tradition since the mid-19<sup>th</sup> century and have evolved from simple paper designs to those with doors and even containing little gifts. In recent years, many families are choosing reusable advent calendars made from sustainable materials such as fabric or wood.

Companies exhibiting at Harrogate Christmas & Gift with a range of advent calendars this year include Ascalon Design (Stand M12), The Great British Card Company and Ling Design (Stand Q11), and Snowtime (Stand D1).

## Light up

The perfect gift to lift any occasion and suitable for all the 'Your Name in Lights' range features personalised LED light strings with glittering clear or blue letters from Mulberry Studios. The unique design allows all names to be catered for whilst the open titles bring a lift to any celebration. New improved point of sale will ensure impact in store.

***Visit Mulberry Studios on Stand A37***



## Perfectly wrapped

Penny Kennedy is the first choice for luxury design-led gift packaging, offering world class collections from iconic licensed brands and in-house design in over 30 countries. The company's philosophy is that a brilliant gift deserves beautiful packaging, so whether it is a foil-finished gift bag, a gorgeous roll wrap or essentials like tissue and tags, it has the perfect solution.

Penny Kennedy is always looking for ways to protect the planet as well as making beautiful product. Its tag packs and tissue packaging is completely plastic free, with and roll wrap is produced using FSC paper. Its range of beautiful Christmas crackers are plastic-free and contain wooden or metal gifts that are both useful and reusable. This January, the company is excited to launch its latest collection of Autumn/Winter 2024 designs at the show, including new licensed collections, Kate Rhees and Paper Salad.

**Visit Penny Kennedy on Stand Q11**



## Festive themes



Tallon International introduces the Festive Wonderland Christmas range. Inspired with sustainability in mind. Newly re-branded for Christmas 2024, it is looking forward with a new modern design while still rooted in traditional styles and colours. At Tallon, products are designed with sustainability in mind and it has taken big strides to remove as much single use plastic as possible as well as going glitter free to make sure its products are fully recyclable. Also look out for its FSC certified products.

This year Tallon has six trends to engage with as many customers as possible from traditional and kid-centric styles to more modern festive brights all available in coordinating ranges from bags to wrap, cards to tags.

**Visit Tallon on Stand C19**