

# Harrogate Christmas & Gift News

## Just weeks to go!

With the Christmas holiday's looming there are literally just a few weeks to prepare for one of the UK's favourite gift trade shows - Harrogate Christmas & Gift Fair from 15<sup>th</sup> to 18<sup>th</sup> January 2012. Don't miss the opportunity to see some fabulous new products for all occasions from Christmas to Halloween as well as great gift ranges for the home and garden.

Check out the website for a list of exhibitors and discover highlights of the show at [www.harrogatefair.com](http://www.harrogatefair.com) and for a quick taste of some of the great products that will be on display – read on!

## Shining examples

Beautifully hand-crafted glass ornaments are not only works of art, but also gifts to hand down from generation to generation and there is little doubt that Luxorna's creations will be adorning Christmas trees across the world this year.

A family owned business, Luxorna prides itself on quality and every piece in its range is crafted by professionals to create luxurious, exciting and innovative ornaments. Starting in the blowing hall, the skeleton of each ornament is built by heating the glass with blow torches and at this stage additional adornments are added.

After resting for a few days to ensure conformity to Luxorna's strict quality control, each ornament is then covered on the inside with silver nitrate giving a beautiful silver glow. This technology has been perfected by Luxorna's dedicated craftsmen over the years and it is because of this heritage and dedication that its Polish glass ornaments are known as some of the best in the world.



Don't miss Luxorna's gorgeous range of glass ornaments on stand CO8 at Harrogate Christmas & Gift or visit [www.luxorna.co.uk](http://www.luxorna.co.uk) for more information.

## Stepping up marketing

With challenging times the first thing that normally gets cut is the marketing and promotional budgets, not so at Festive!

With its 2012 tag line of 'our best collection ever' the company is investing more heavily than ever to make sure everyone knows that this is going to be Festive's year.



Sales and marketing director Jonathan Hughes says: “not only have we created entirely new stands for Harrogate, Frankfurt and the Spring Fair we have increased our show space by 35% and in total our trade show budget has doubled!”

Festive is also investing in other forms of brand promotion with a new PR agency and using email marketing to keep its customers informed of product promotions and upcoming events. Festive has two stands at Harrogate Christmas & Gift –

M18/M08 for decorations and garlands and B37 for trees and lights – so don’t forget to drop by to see some great new products.