

## 2026 Holiday Trends are 'Brave,' Say Christmasworld Trend Experts

Global trend forecasters say the themes for next year's festive season are Brave, Light and Solid, showcasing reimagined classics and whimsical decor.

At a press conference for Messe Frankfurt's consumer goods fairs, visitors were given a preview of the upcoming trend directions, including which holiday trends will be in style for next year: Brave, Light and Solid. "These trends transport us into a world full of magic, where familiar traditions are reimagined and visionary design provides impulses for the future," show organisers said in a release.

"The three trend themes brave, light and solid, each unfold their own unique story – from iconic nutcracker sculptures that blend tradition with modernity, to enigmatic objects that challenge our perceptions of materiality, all the way to timeless glass designs that bridge past and future," said Annetta Palmisano from trend experts of Stilbüro bora.herke.palmisano. "Our examples show, behind every design lies not just aesthetic appeal, but a compelling story."

### ***'Brave' Holiday Decor Showcases Contrasts and the Unexpected***

Bold, expressive and imaginative, Brave decor celebrates the joy of experimentation. The Brave style direction, the trend forecasters explain, thrives on dynamic contrasts: warm, earthy tones are paired with metallic accents and unexpected material combinations. Artisanal surfaces, fine woods and ceramic textures are placed on an equal footing with digital, experimental finishes. Figurative motifs and retro-inspired patterns evoke memories and offer a sense of comfort, while bold, innovative forms open new perspectives. Together, these elements create a harmonious overall impression that powerfully unites past and future, tradition and innovation.

### ***'Light' Decor Creates a Surreal Aura***

Airy, ethereal and visionary, Light decor "brings clarity and ease," with designs that seem weightless. The Light style direction unfolds in a palette full of fineness and poetry: Transparent materials, gentle light refractions and organic shapes create a floating, almost surreal aura. Matte silver evokes moonlight, while misty pastel tones meet softly and are mysteriously framed by darker, nature-inspired hues. Craftsmanship heritage merges with digital technologies to form multisensory experiences that radiate both comfort and optimism.

### ***'Solid' Christmas Decorations: Vivid, Retro and Reimagined***

Enduring, timeless and versatile, Solid decorations respond to the demand for lasting, yet versatile products, as well as the trend of using unconventional materials and recycled resources. "Geometric shapes, modular solutions and mirror-like surfaces combine minimalism with poetic rigour," explain the trend team. The colour palette features neutral whites, cool, pure tones and metallic accents such as steel or aluminium, contrasted by vivid saturations. Retro references and reimagined classics meet durable materials and sustainable design, resulting in a powerful aesthetic that feels modern, pared-down and forward-looking. ■

Source: Gifts & Decorative Accessories

