

CHRISTMAS 2005 STYLES AND COLOR DIRECTIONS

Learning the trends from one of the top Christmas designers in the industry will help you decide what to carry for the 2005 Christmas season.

By Jim Marvin

It is always with considerable anticipation that we start the new marketing season 12-15 months before the product gets to the consumer. I have, for the past 30 years, had the opportunity to develop products in 10 different countries. We have to take the initiative to research, source, develop and distribute Christmas products to the trade and only with good data, inspiration and resources can one predict what will be successful for the next year.

SHOPPING THE SHOWS

We can always tell within a few days during preview shows what the year will bring in regard to style, color and texture, to be acceptable to the world. Christmas buyers enthusiastically come to the markets with good open-to-buy information within a week or two after the season and are back to the market to select new products in January for the upcoming season.

USING THE TRENDS

The year 2005 brings a rich tapestry of products and colors. The need for an expression of

color is always a very big consideration. We always design our line in suggested color schemes with crossover accents.

This year we see the variety of very important red on reds with a strong emphasis on romantic themes. Pink, cerise, red, burgundy and copper, gold with burnished orange, dark bordeaux with murano glass finishes and green accents, jewels strong with amber, gold, green and purple.

We are projecting our winter botany collection to be a winner, which has four major looks within the main theme. Garden centers should enjoy what we call the comfort zone. The four sub themes are:

- Green accented with brown.
- Amber/gold.
- Comfort zone — soft celadon green, moss green, emerald.
- Ice, snowy branches with brown natural base accents.

There are also a number of other selected themes that are working their way into the Christmas market for 2005.

Candy Store. Confections of cakes, peppermints with chocolate. Chocolate brown is an



important decorative color with accents of aqua and pink.

Out of the Attic. A major traditional look with traditional dolls, old toys, tinsel balls, musical instruments, drums and Santa collections with velvet red.

Young and Trendy. Our young and trendy (bling, bling) ornaments of aqua, cerise, orange, red with geometric designs, stripes and plaids create a modern to retro 60s themed category.

Flowers. Botanical bulbous flower accents in addition to decorative ornaments with floral motifs.

Tabletop Motif. Tabletop of glamorous jewels, stylized trees and base branch trees accented with silver plated candlesticks and bowls.

Tree Décor. Decorated trees are presented in containers, urns and pots and holly planters with holly motifs.

Dolls. We predict that art dolls with show-girl dresses, retro hippy dolls and whimsical animal dolls are seen as fun and draw attention to the theme displays.

There are so many things out there to choose from for the Christmas season. Using your store knowledge and the demographics of your area are some of the most important things about choosing the right Christmas décor. Tradition is always a great and safe way to celebrate the holidays, but adding a little spice to your store just might be that added touch that brings in customers who have never been there, see what you have and soon become regulars. 🌸

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MEETING THE EXPERT

Jim Marvin is the designer, president and CEO of Jim Marvin Enterprises Ltd. Inc., which is engaged in research, product design and distribution to the retail specialty industries with Christmas retail merchandising and promotion being one of his specialties.

For more than 30 years, Marvin has been working on color and design programs in the United States and Japan. He is a charter member of the American Floral Importers Association and has served on the Board of Directors. From 1999-2002, Marvin served on the Board of Directors of the New York International Gift Show.



Caroline Kennedy, Jim Marvin and children from the audience at the Marshall Fields tree lighting.

Marvin has decorated The White House for Christmas, State dinners and many other events for Presidents Clinton and Bush. Most recently, he designed the 97th annual Great Tree in the legendary Walnut Room for the historic State Street Marshall Fields department store in Chicago, Ill. The inspiration came from the 1962 White House tree due to the recent opening of the "Jacqueline Kennedy: The White House Years" exhibit at The Field Museum, also in Chicago. The event took place Nov. 13, 2004 at Marshall Fields with an opening from Caroline Kennedy herself.

Marvin has sales offices in Atlanta Merchandise Mart, The Dallas World Trade Center and The Los Angeles Fashion Center. He has also appeared on HGTV, NBC and in many national magazines.