

A romantic scene of a couple in silhouette standing in a doorway, looking out at a night sky filled with a dense array of colorful Christmas lights. The lights are in shades of blue, green, yellow, and red, creating a festive and magical atmosphere. The couple is positioned in the lower right foreground, their forms dark against the bright, twinkling lights. The doorway they stand in is framed by dark wood, and the floor is a light, neutral color.

TOGETHER

SEASONAL ROUND-UP

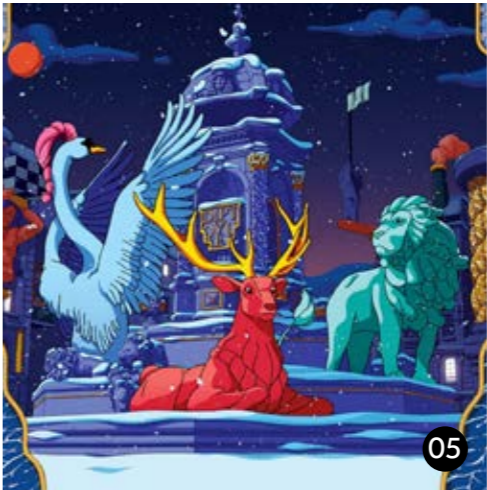
WINTER 2020

Like everyone else this year, we've been ready for the holidays since early November. And now the time has come! Our celebrations feel more poignant this year; a time to be thankful, to hunker down, reflect and recuperate, and it's an important marker that this year is almost done. Hallelujah! But before we gladly wave goodbye to 2020 the Christmas show must go on. In fact, we want the show to be bigger, brighter and more twinkly than ever. We hope you enjoy our snapshot of Christmas 2020 to see the year out with a festive bang!

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On a usual year we pace the high street to spot the latest trends. This year there was a lot more scrolling and reading online! At the time of writing the second lock-down is over and people have been back on the pavements in their droves. Thank goodness for that. But not even a global pandemic will stop us from snooping and surfing to find the best of this years' gifts, packaging and campaigns. We hope you enjoy this report as much as we enjoyed creating it. Happy reading, stay safe and here's to an easier 2021 for all.

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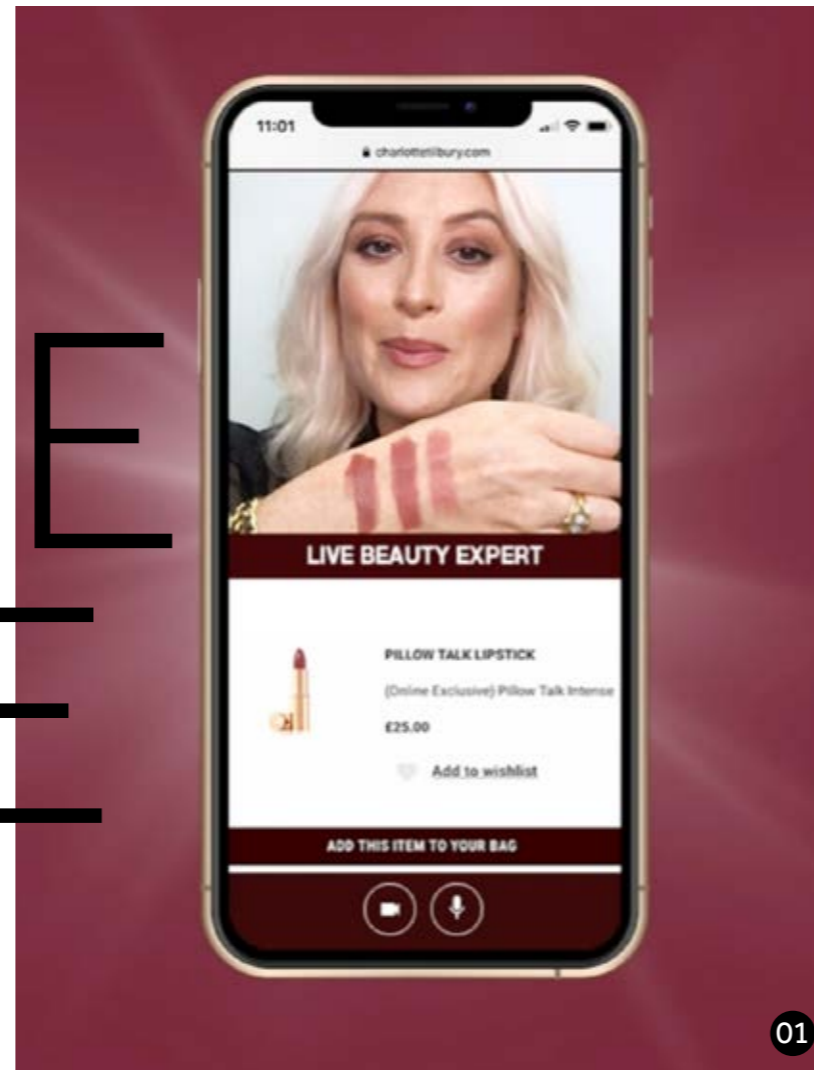


TREND 01

IN-STORE AT HOME

The second lockdown came at the wrong time for high street retailers who desperately needed a busy Christmas period (after a scarce summer when all we bought was loo roll and gardening gear). The smart stores did not let their locked doors hold them back and brought some retail theatre to us at home. With tutorials, video consultations, virtual shopping tours and more, we are now able to be transported in-store from the comfort of our sofa.

- 01/ Live beauty expertise, Charlotte Tilbury
- 02/ Live shopping, Gucci
- 03/ Online window reveal, Fenwick
- 04/ Virtual showroom, Jo Malone





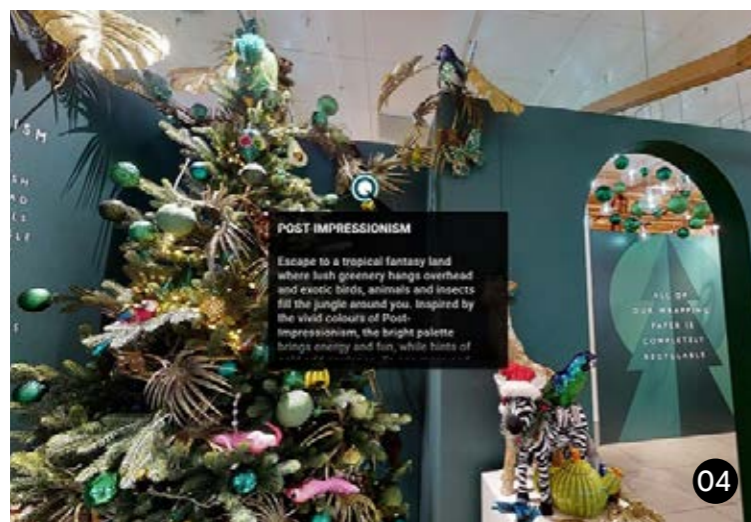
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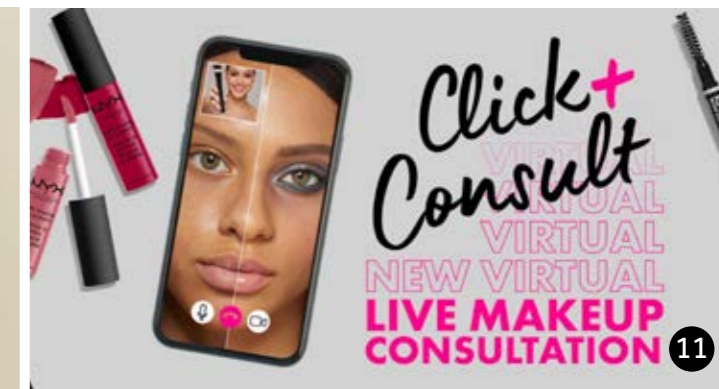
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- 01/ Live shopping, Gucci
- 02/ Virtual shopping, Louis Vuitton
- 03/ Virtual Christmas shop, John Lewis
- 04/ Virtual Christmas shop, John Lewis
- 05/ Dial a Santa, Selfridges
- 06/ Online cooking masterclass with Massimo Bottura
IG: @massimobottura
- 07/ Virtual pop-up store, Klarna x Animal Crossing
- 08/ Virtual showroom, Jo Malone
- 09/ Virtual Christmas tree AR feature, John Lewis app
- 10/ Virtual showroom, Jo Malone
- 11/ Live virtual make up consultation, NYX
- 12/ Coach virtual store, Global Shopping Festival
- 13/ Live beauty expertise, Charlotte Tilbury

TREND 02

IS IT ALL A DREAM?

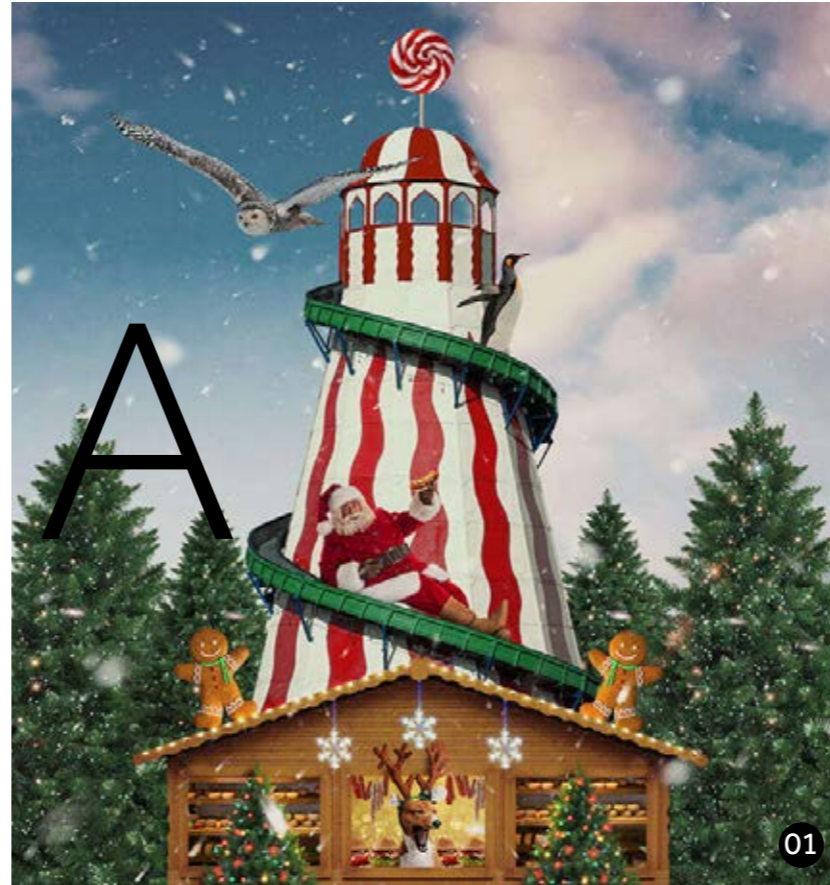
Is 2020 for real? Or is this just fantasy? Caught in a landslide. No escape from reality. Open your eyes. Look up to the skies and see... apologies for getting that tune stuck in your head too, but those opening lyrics are strangely prophetic of this trend. Escapism, fantasy and a trance-like state has taken over from the more traditional seasonal motifs that usually abound. Whether floating away towards far off lands, or into a psychedelic daydream, this look takes us out of our world.

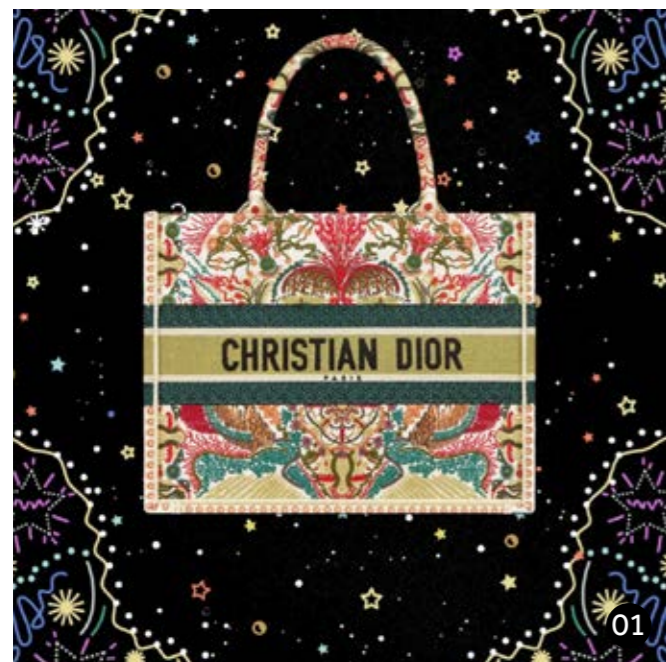
01/ Website campaign image, Selfridges

02/ Christmas 2020 collection image, Diptique

03/ Online Christmas hamper edit, Liberty London

04/ Online Christmas campaign video, Dior





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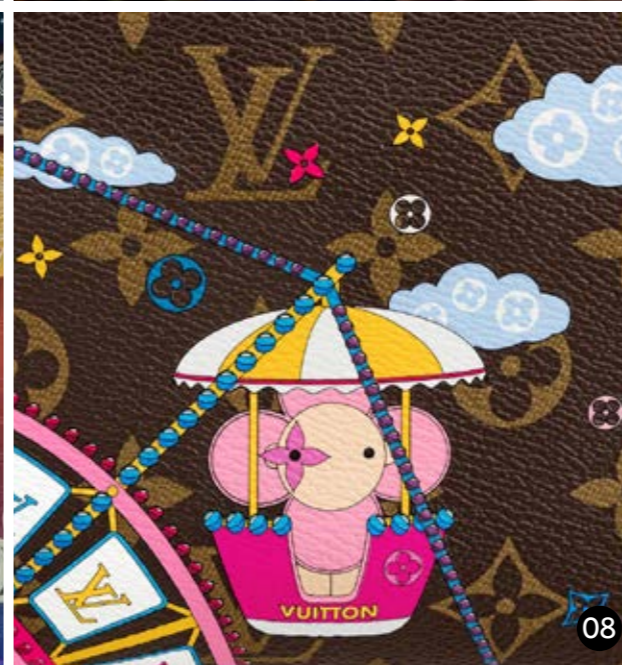
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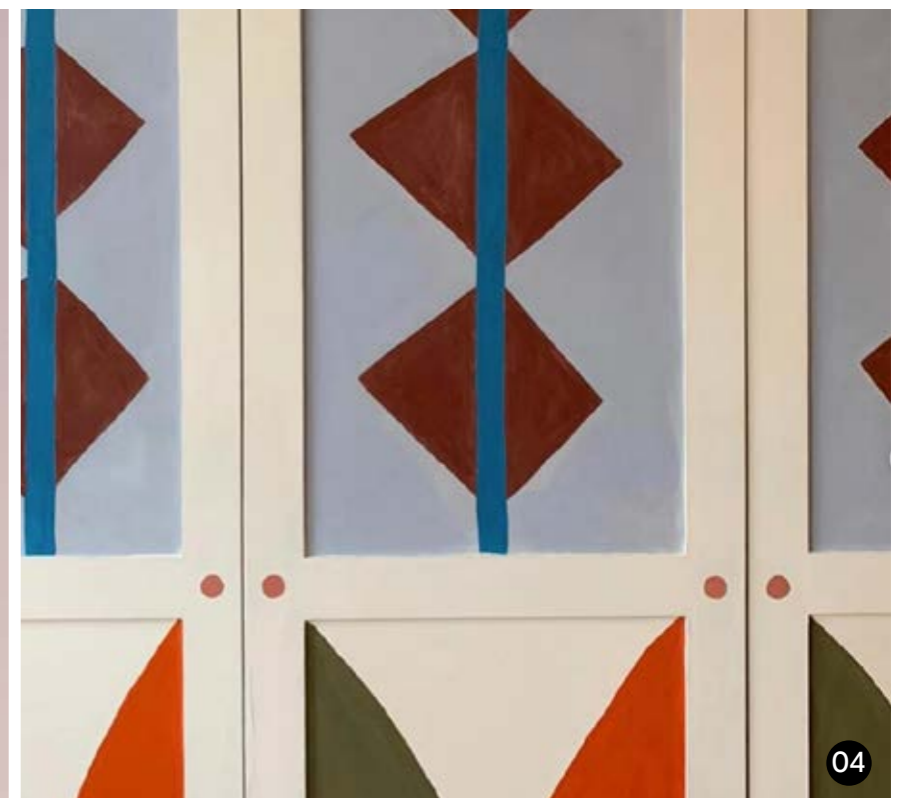
- 01/ Multicolor Dior In Lights Embroidery, Dior
- 02/ Christmas gift edit, Fortnum & Mason
- 03/ Festive imagery, Selfridges
- 04/ Online Christmas video, Liberty London
- 05/ Window display, Liberty London
- 06/ Toiletry window display, Liberty London
- 07/ Christmas advert, Hendricks Gin
- 08/ Menswear AW21, Christian Dior
- 09/ 'Vivienne' Christmas print 2020, Louis Vuitton
- 10/ Online campaign image, Selfridges
- 11/ Online gift spotlight, Liberty London

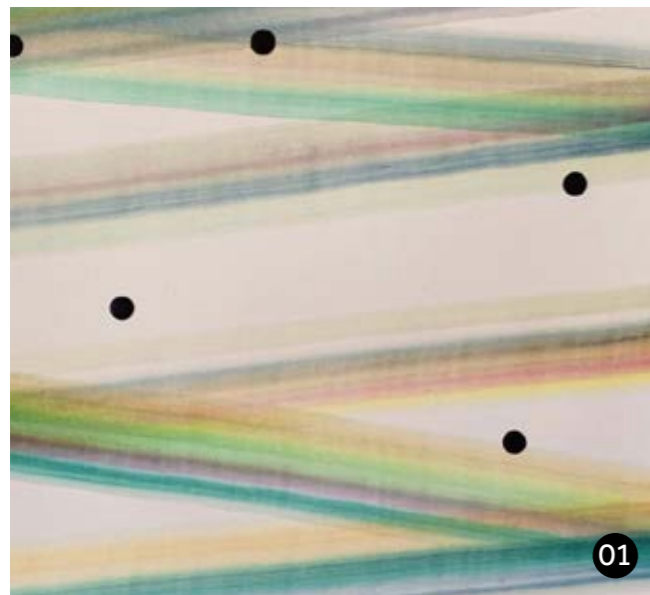
TREND 03

PAINTED SHAPES

There's a spontaneous and bold feel to this painterly trend that plays on abstract shapes and a chunky, soft textured line. The magic ingredients of rustic colours, paper and paint leads to warm yet modern designs for homeware, stationery, textiles and decorations. It's a palette we like, that fits in well with our desire for all that is crafted and cosy. Our homes have become our haven and why shouldn't they feel like a warm hug? There's no hard edges allowed here.

01/ Tiles by Wayne Pate, Balineum
02/ Plate, Donna Wilson
03/ Baubles, Ferm Living
04/ Interior, IG @roseelectraharris





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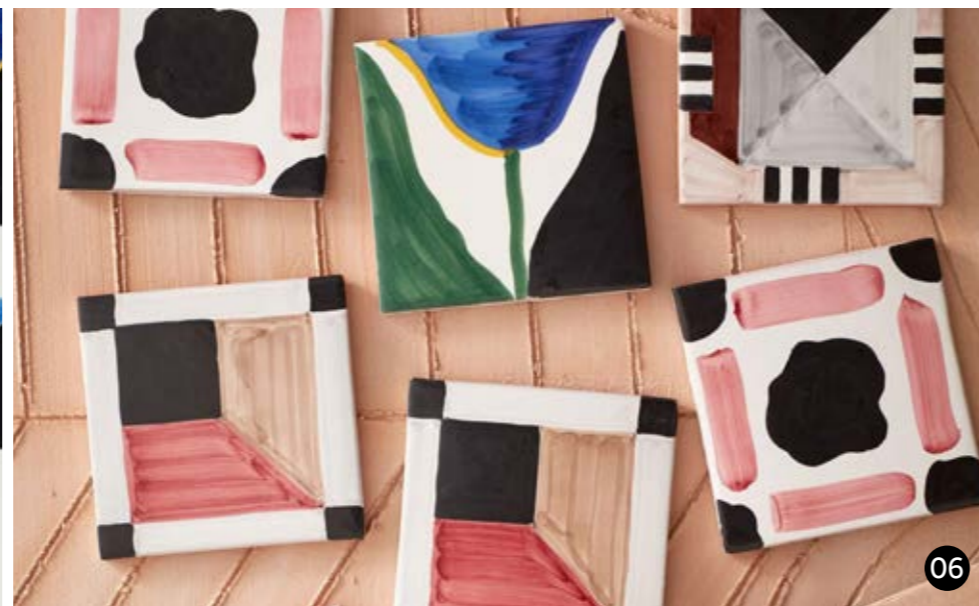
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- 01/ Painting, @julianbrownart
- 02/ Tiles by Wayne Pate, Balineum
- 03/ Candle, Octaevo
- 04/ Menu Card, Papier
- 05/ Baubles, Ferm Living
- 06/ Tiles by Wayne Pate, Balineum
- 07/ Scarfs and Textiles, Dowse Design
- 08/ Lamp Designs, @rachaelanncocker
- 09/ Painting, @julianbrownart
- 10/ Textile, @christabelbalfour
- 11/ Donna Wilson plates
- 12/ Textiles, Dowse Design
- 13/ Living cones, Ferm

TREND 04

MOODY BLUES

Rich, dark blue tones have been spotted everywhere this year. We've navigated our way down electric avenues, up to inky midnight skies and across deep oceans of ultramarine. We love the depth of colour – there's no light touch with this moody look; the shadows are dark, the highlights gleam and the palette is all encompassing. Blue on blue is not a traditional look for Christmas, but somehow it feels classic, sombre and opulent.

01/ Christmas 2020 packaging, Liz Earle
02/ Christmas Campaign, Louis Vuitton
03/ Christmas lights, Oxford Street
04/ Balloon dog bauble, John Lewis





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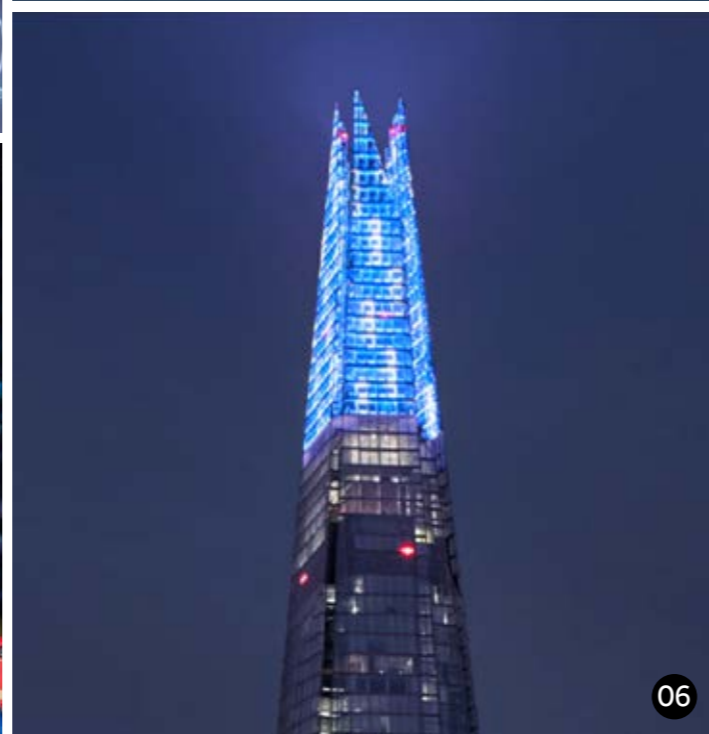
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- 01/ Campaign video, Louis Vuitton
- 02/ Create your own gift, Crabtree & Evelyn
- 03/ Window display, Selfridges
- 04/ Christmas gift set, GHD
- 05/ Christmas 2020 packaging, Liz Earle
- 06/ Christmas lights, The Shard
- 07/ Mayfair Christmas lights, South Molton Street
- 08/ Online campaign image, Diptique
- 09/ 'Starry Night' gift edit, Liberty London
- 10/ Christmas gift set, GHD
- 11/ Christmas collection, Diptique IG: @diptique

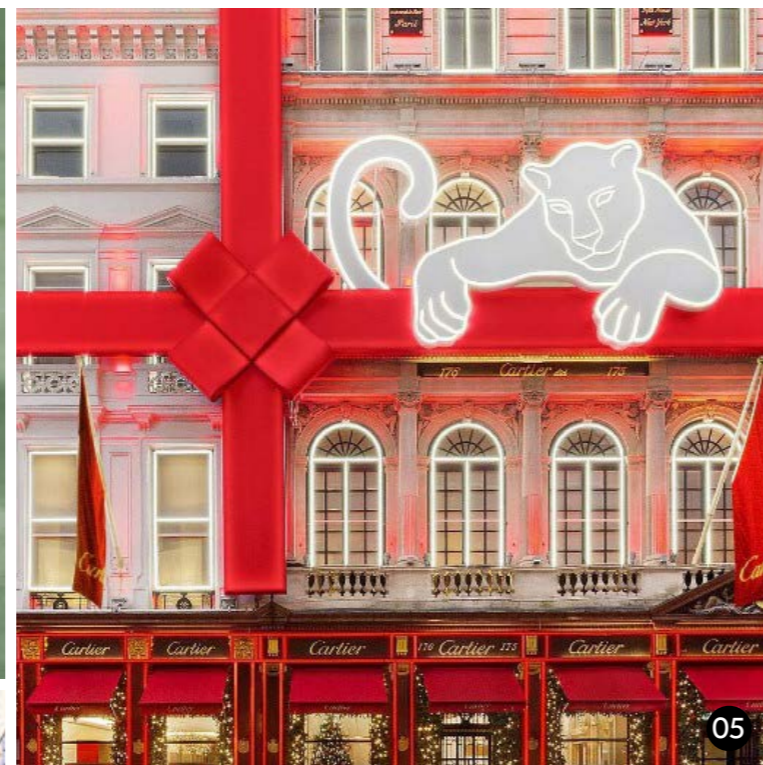
TREND 05

GOING ALL OUT

Just as we all wanted to start celebrating the party season earlier than usual, we also want to max out on the fun, the decorations, the lights, the food and the joy. So here it is, 2020, the year of Christmas to the max! If it moves, we're throwing tinsel at it. Good taste is for any other year – this is the time to allow all our seasonal guilty pleasures their moment in the bedecked and bedazzled spotlight. Get the playlist on, the bar is open.

01/ Window display, Selfridges
02/ Christmas advert, Debenhams
03/ Window display, Selfridges
04/ Light display, Tate Britain



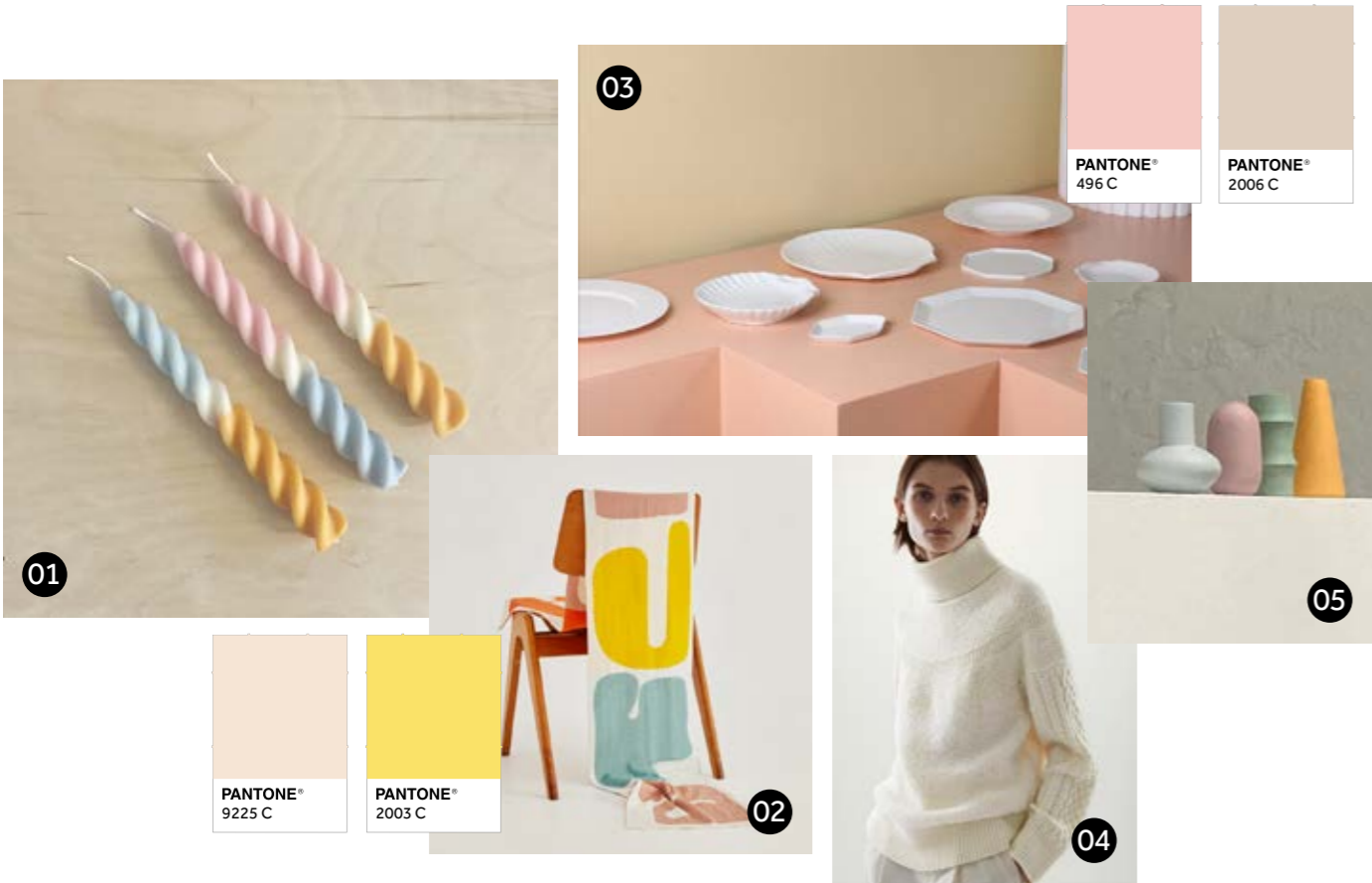


- 01/ Christmas lights, Fenwick's
- 02/ Joyeux Noel Mug, BIRDCANFOX
- 03/ Shop display, Peggy Porschen
- 04/ Window display, Selfridges
- 05/ Store display, Cartier London
- 06/ Bauble edit, John Lewis
- 07/ Window display, Harvey Nichols
- 08/ The 'Lil Goat Christmas campaign, TK Maxx
- 09/ Monogram Decorations, Anthropologie
- 10/ Christmas campaign imagery, Selfridges
- 11/ Window display, Selfridges
- 12/ Typography, Debenhams

COLOUR PALETTES

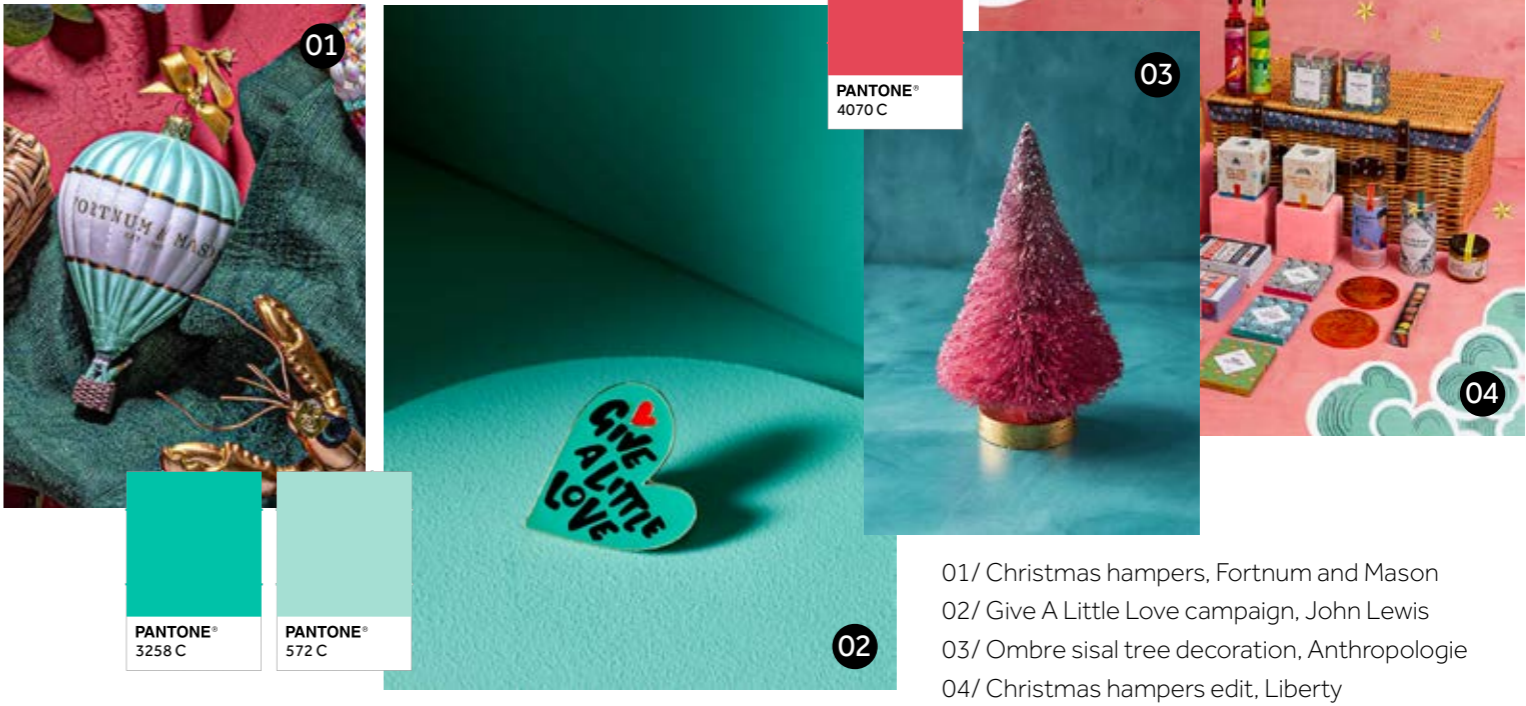
Aside from those seas of blue seen above, we've also loved the eye-catching, neon brights popping out from many a store this year. Cool aqua combines beautifully with a dash of raspberry red and on the softer side we're feeling revived and cosseted by the double and triple layers of cream paired alongside cornfield yellow and soft blancmange pink.

DOUBLE CREAM



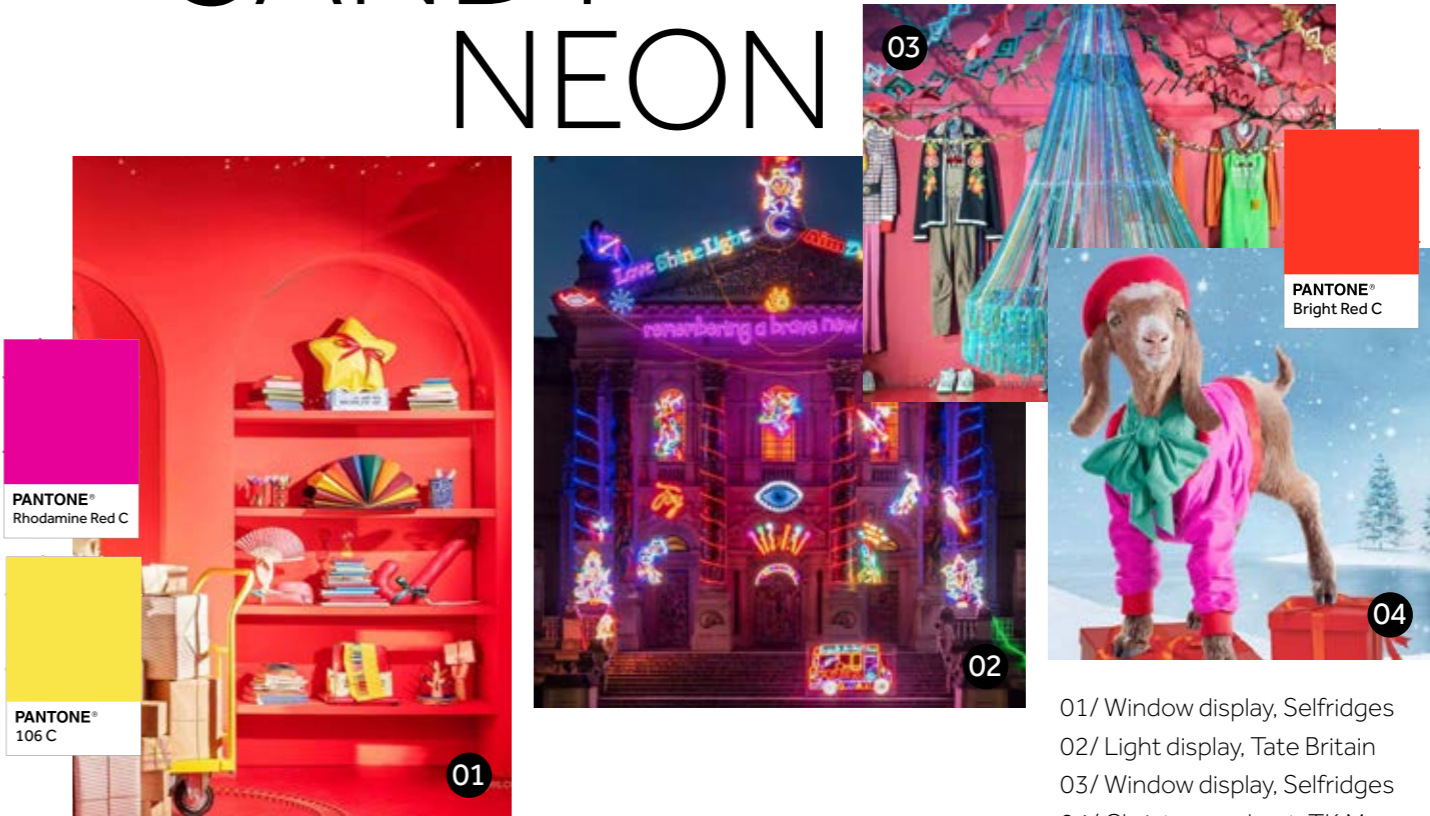
01/ Candles, Dowse Design
02/ Scarf, Dowse Design
03/ Plates, Homeplace
04/ Jumper, Cos
05/ IG: @arjanvandal_ceramics

AQUA AND RASPBERRY



01/ Christmas hampers, Fortnum and Mason
02/ Give A Little Love campaign, John Lewis
03/ Ombre sisal tree decoration, Anthropologie
04/ Christmas hampers edit, Liberty

CANDY NEON



01/ Window display, Selfridges
02/ Light display, Tate Britain
03/ Window display, Selfridges
04/ Christmas advert, TK Maxx

FEATURE: SHOP INDIE



As the world turns to online shopping, we have to stop and wonder how big the Bezos pockets can get? It's resulted in more determination than ever to spend responsibly and put some pounds in the tills of local, independent stores; the ones who give us unique and handcrafted things that we would be lost without. When it's made locally and made with love you can feel it. Fact.

01/ TV advertising, Google Reviews
02/ Online advert, Locally UK
03/ Online advert, Totally Locally
04/ Poster, Fiverfest
05/ Poster, Bristol Independents
06/ Badge, @justacard

07/ Online banner, Trouva
08/ Tote bag, Resist Amazon
09/ Brochure, Resist Amazon
10/ Independent shopping map, Walthamstow
11/ Social media post, @justacard

FEATURE: TYPE TREATS



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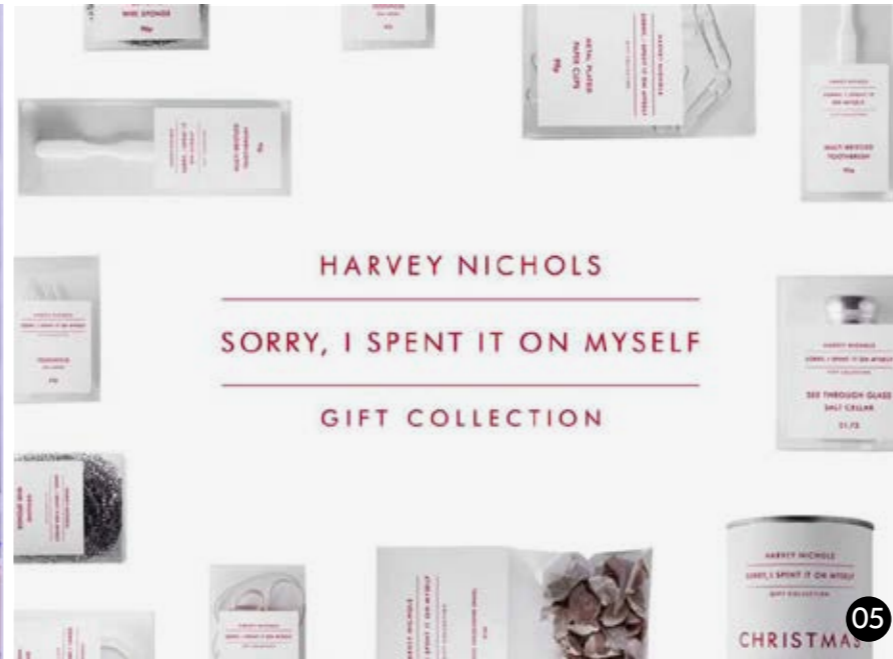
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There's some pretty straight-up type out there. Telling it like it is, with no room for embellishment. Big bold lettering fills the available space with heartfelt, positive, or just plain droll messages. There's no escaping these instructions!

01/ Plate, Margaux home
02/ Print, Anthony Burril at Nelly Duff
03/ Print, Print Club London
04/ Print, Kin and Castle
05/ Print, Daisy Emerson

06/ Window Display, Anthony Burril at Selfridges
07/ Print, Charlie Evaristo-Boyce
08/ Bag, Babak Ganjei
09/ Light Display, Oxford Street

FEATURE: A WRY TAKE ON THE YEAR THAT WENT AWRY



We may be living through a pandemic, but don't for a minute think that's going to hamper our sense of humour. A few months in and we have just enough distance to hang toilet rolls on our Christmas tree. The shared experience has given strong themes for advertisers to play on our emotions and poke fun at our vulnerabilities.

01/ Toilet Roll Bauble, Bellelily
 02/ Your Phone Has Seen a Lot This Year campaign, Three mobile
 03/ 2020 Christmas Card, Naomiscrafton (Etsy)
 04/ Wash Your Hands embroidery kit, Cotton Clara

05/ Sorry, I Spent it on Myself campaign, Harvey Nichols
 06/ No Naughty List campaign, Tesco
 07/ No Naughty List campaign, Tesco
 08/ Christmas window, Harvey Nichols London

FEATURE: #UKBOB



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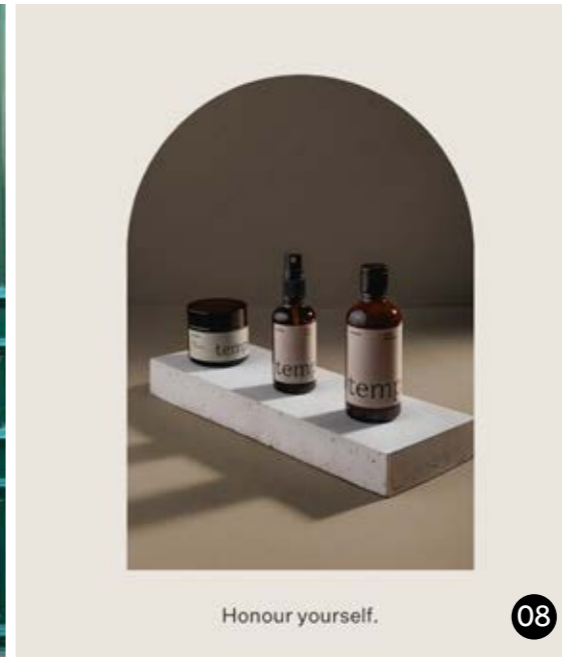
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Honour yourself.

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There are lots of ways to support the push for equality, but one of the most direct and sustainable ways to support the Black community is to shop at Black-owned businesses. By following the #ukbob hashtag we have been delighted to discover some lovely homeware brands that were new to us. Here's some of our favourites and a link to a great curated, shoppable online directory: www.lovejamii.com

01/ Nabz Saad IG: @nabzsaad
 02/ Omolola Jewellery IG: @omololajewellery
 03/ Jamii Little Black Book IG: @ukjamii
 04/ Osime Home & Lifestyle IG: @osime_home
 05/ Naked Clay Ceramics IG: @nakedclayceramics

06/ Velvire IG: @velvire
 07/ Boun Beautiful Naturals IG: @bbnaturalsuk
 08/ Temple IG: @jointemple
 09/ HAIRITAGE IG: @hairitage.care
 10/ Mimi's Daughters IG: @mimisdaughters

FEATURE: ECO WRAPPING



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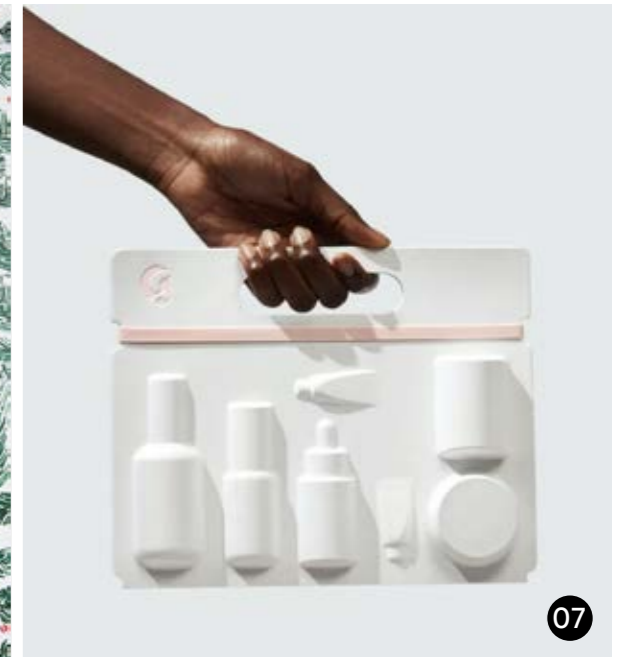
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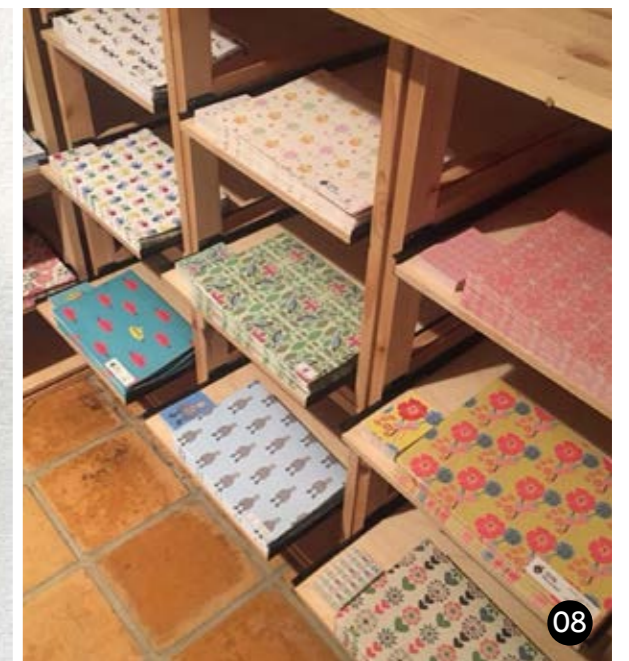
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Often foiled, coated, non-recyclable and frankly, unnecessary, the outer layer of our gifts have not been kind to the environment. But that looks to be changing with bags that double as wrapping, zero plastic Sellotape and even green alternatives to foiling. We can still embellish our presents AND feel good about it.

01/ Wrapping paper bags, Primark
02/ Plastic free tape, Sellotape
03/ Sustainable packaging, Nio
04/ Dual-purpose packaging, Next

05/ Recycle scheme, John Lewis
06/ Recycled gift box and packaging, Bare Minerals
07/ Recycled moulded card gift set, Glossier
08/ 100% recycled wrapping paper IG: @rewrappeduk

FEATURE: DRINKS CABINET



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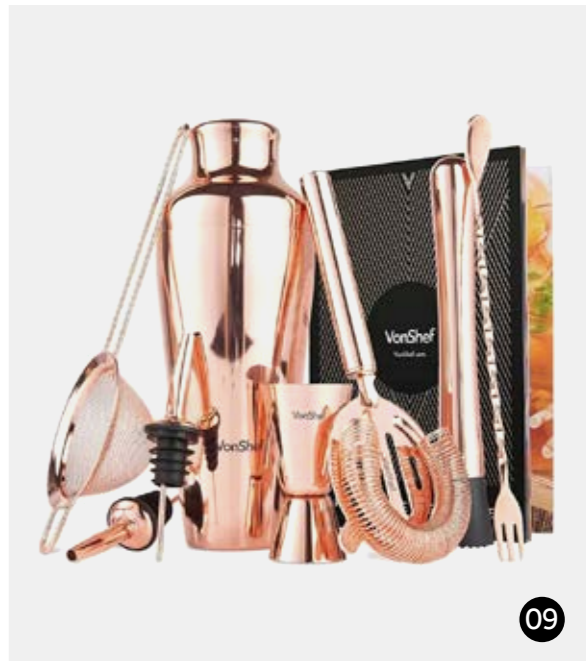
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Oh how we dream of velvet banquette seating around a gleaming bar where a master mixologist conjures up another lovely concoction. 'Just one more before we get the train home.' With that vision on hold for now we've had to bring the bar home and thankfully there are lots of brands who are offering up great cocktail kits to make things easy. Cheers!

01/ Bottle opener, Anthropologie
02/ Home cocktail kit, Cocktail Porter
03/ Whiskey and Peach pre-mix, Kocktail
04/ Espresso Martini kit, Kuka
05/ Cocktail kit, The Cocktail Man

06/ Vintage Cocktail kit, Oliver Bonas
07/ Mixed Negroni, Peckham Cellars
08/ Mixed Peach Tea Highball, Spiritland
09/ Gold Parisian Cocktail Kit, VonShef

CAMPAIGNS



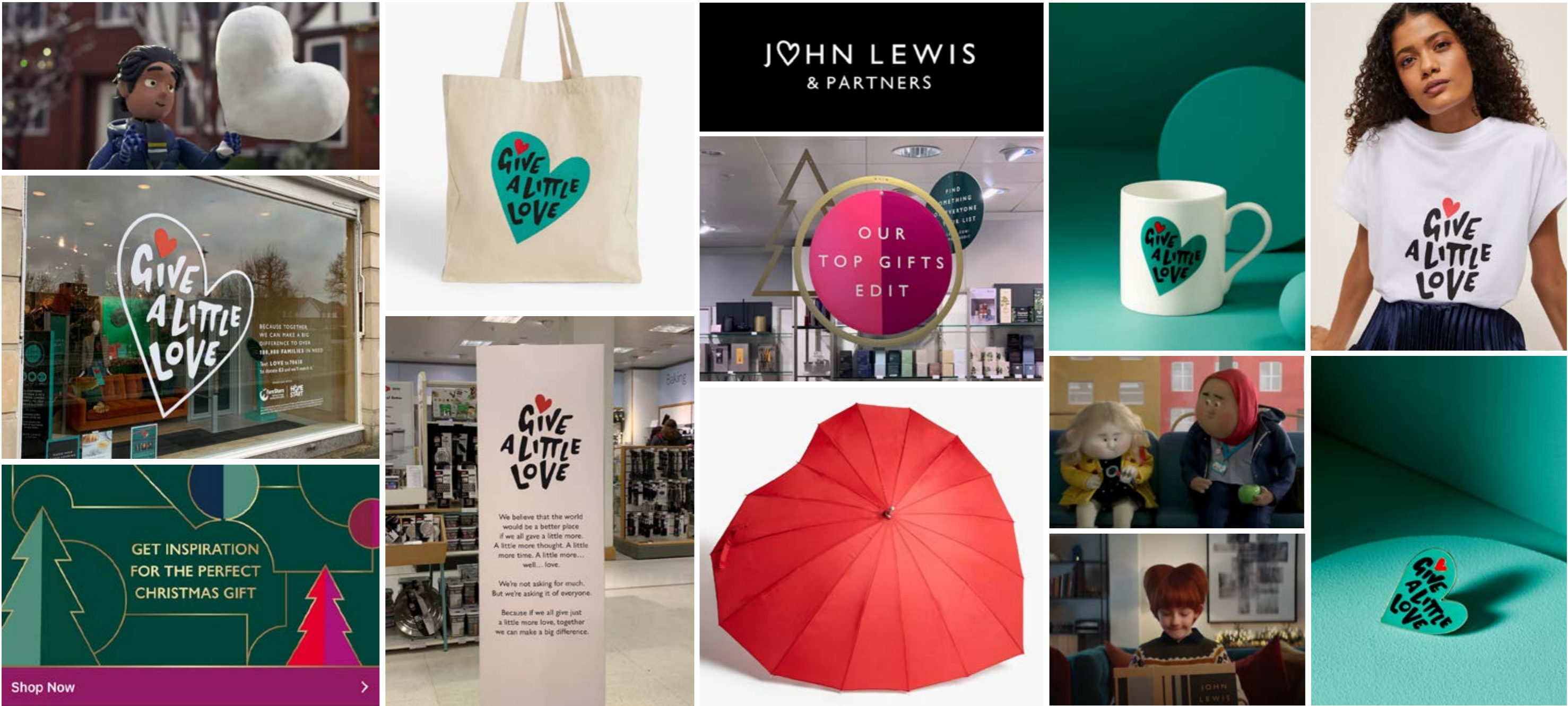
HARVEY NICHOLS

CAMPAIGNS



LIBERTY

CAMPAIGNS



JOHN LEWIS & PARTNERS

CAMPAIGNS



SELFRIDGES

CAMPAIGNS



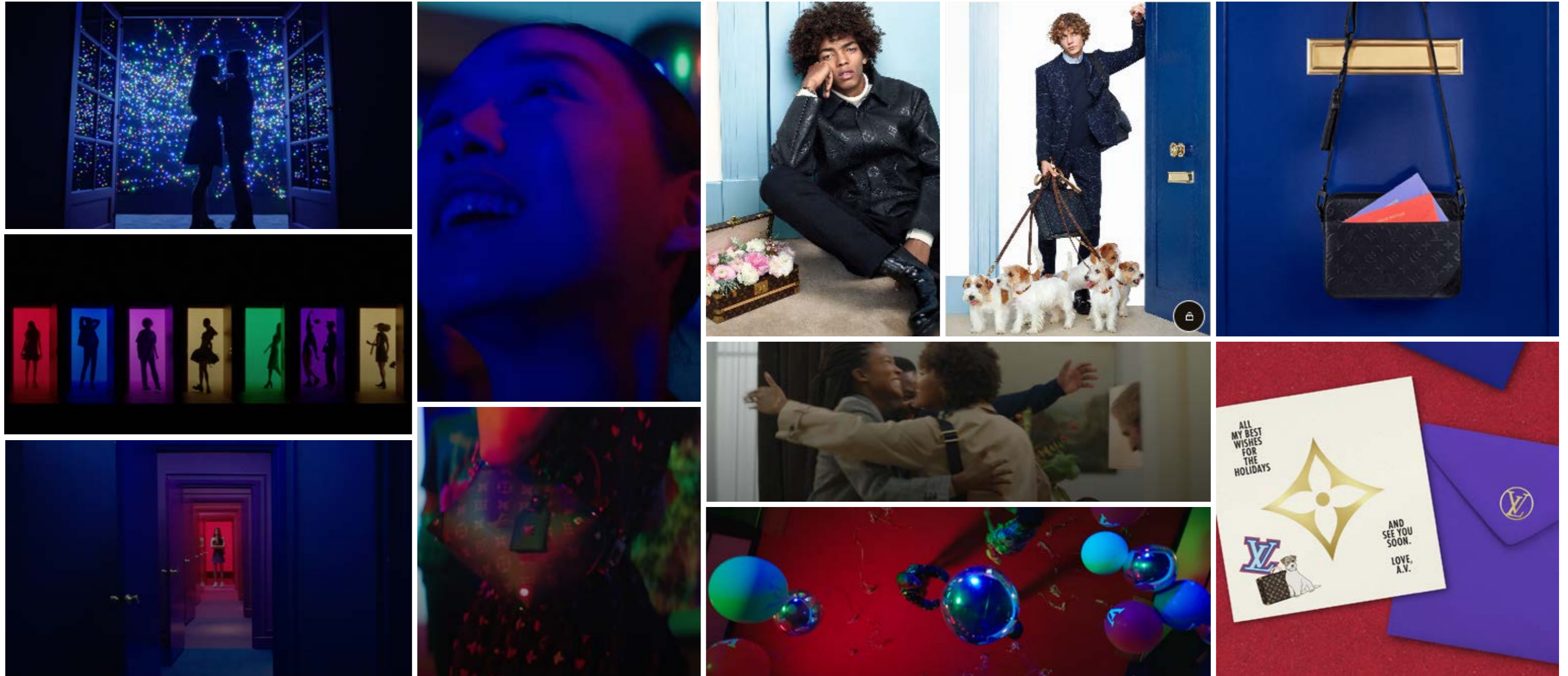
FORTNUM & MASON

CAMPAIGNS



ANTHROPOLOGIE

CAMPAIGNS



LOUIS VUITTON

PREDICTIONS: LOOKING AHEAD



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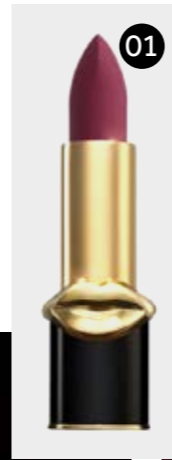
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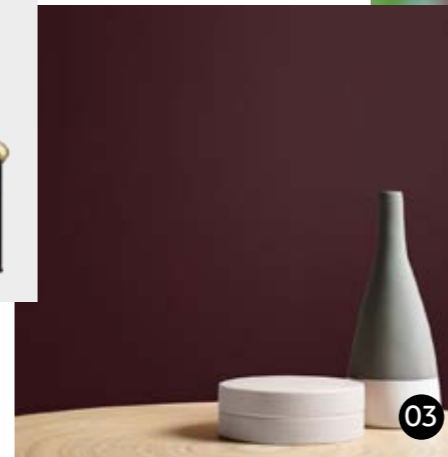
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MERLOT

Make mine a large glass of red. We've seen glimpses of tawny tones but there's a lot more in the cellar to be uncorked.

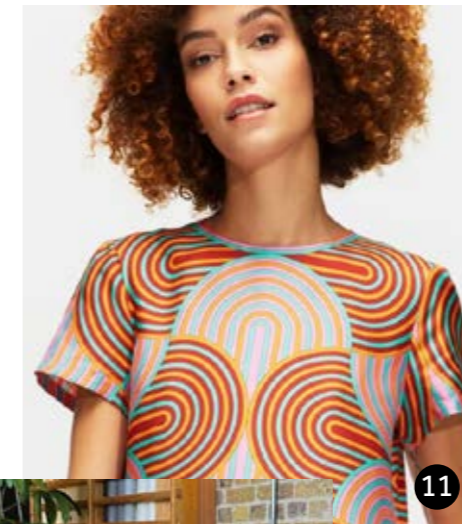
- 01/ 'Full Blooded' lipstick, Pat McGrath
- 02/ Hour glass, Conran
- 03/ Merlot paint, Graham and Green
- 04/ Flower, Dark Dahlia
- 04/ Seed Packet T-shirt, Lazy Oaf
- 05/ SS20 Menswear campaign, Fendi
- 06/ Scarf, Karen Mabon
- 07/ Gucci Resort 2021 Collection
- 08/ Gucci Resort 2021 Collection
- 09/ 'Retrospect' collection partywear, The Hippy Shake
- 10/ IG @fearnecotton
- 11/ Dress, Double J
- 12/ Paco Robane, Matches

OUTDOORS INSIDE

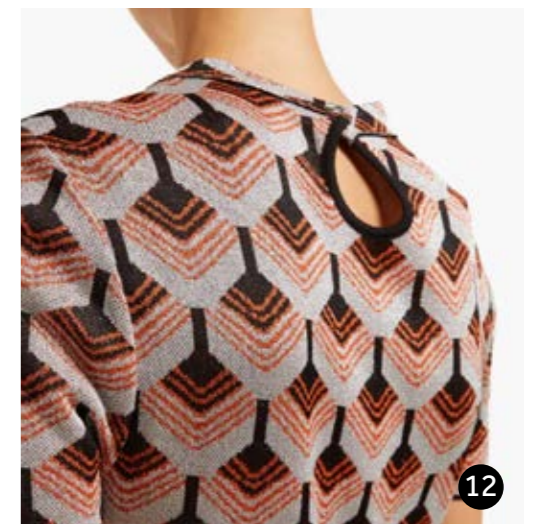
Our new-found passion for horticultural will start to influence design in 2021. Look out for the natural world on prints and packaging – unmanicured and imperfect, but still beautiful.



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SEVENTIES SHINE

Full on seventies prints are making a comeback (again) but this time they are richly glossy. Think dense pattern on silk, velvet and lurex.

TOGETHER

This report comes to you from the team at Together Design, an award-winning design and branding agency based in London. For over fifteen years we've been bringing energy and personality to brands, helping them better connect with people. We are delighted to share the trends and design themes that catch our eye, delight our senses and feed our creative appetite. We produce two reports a year; one for spring / summer and one focusing on our Christmas retail highlights.

If you know anyone who might also like to receive our reports, then do drop us a line to sign them up
trend@togetherdesign.co.uk

Thank you for reading

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🐦 @together_design

in Together Design

creativity, imagination, festive moments, however you're celebrating