



TOGETHER

SEASONAL ROUND-UP

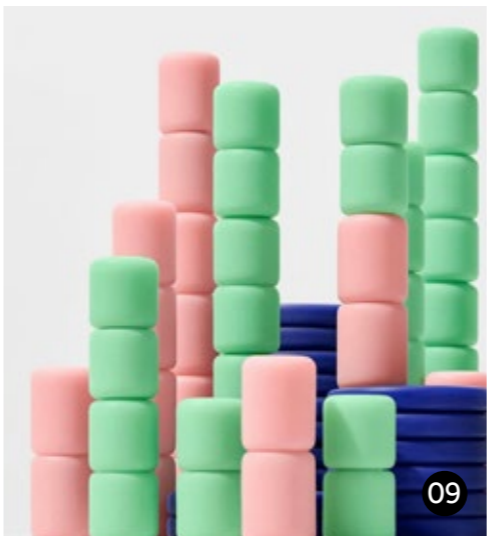
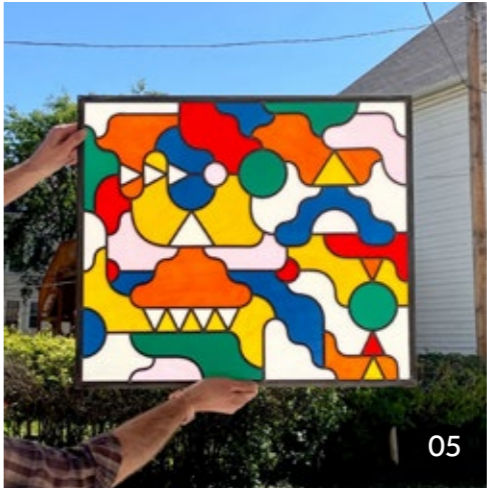
WINTER 2021

Like everyone, we've found 2021 to be a bit of a time warp; the days have both whizzed and crawled by. Here we are again, unsure what our celebrations may look like and wondering what the new year holds. A feeling of fragility runs throughout many Christmas campaigns this year; a heightened awareness that this moment is precious, so we'd better make the most of it! To start the festivities please revel in our seasonal round-up 2021.

CONTENTS

We've surveyed retailers' shelves and gazed in awe at Christmas lights and decorations, we've window shopped and scrolled for miles. Within these pages are the recurring themes we spotted and the design trends that caught our eye and held our attention. We hope it banishes all humbug and gets you in a festive mood – we are certainly seeing stars (and moons and stripes) after creating it! Happy reading.

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TREND 01

CANDY STRIPES

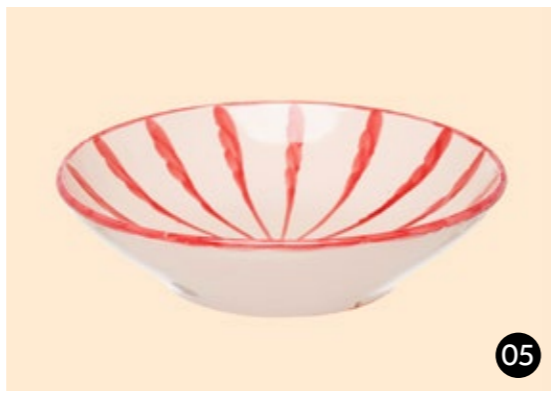
Streaking their way across many a piece of packaging this year are traditional red and white candy stripes. Showing us that it's hard to go wrong, and there's lots to get right, when you keep things simple. The stripes toe a line from circus tents to delicate bon-bons and everything in-between. Fresh, sweet, and undeniably seasonal.

- 01/ 'Sirkus' stripe canopy, Projekti Tyyny
- 02/ Christmas gift post, Clinique IG: @clinique
- 03/ 'Lumps of Coal' chocolates, The Chocolate Gift Company
- 04/ Christmas gift set, Penhaligons





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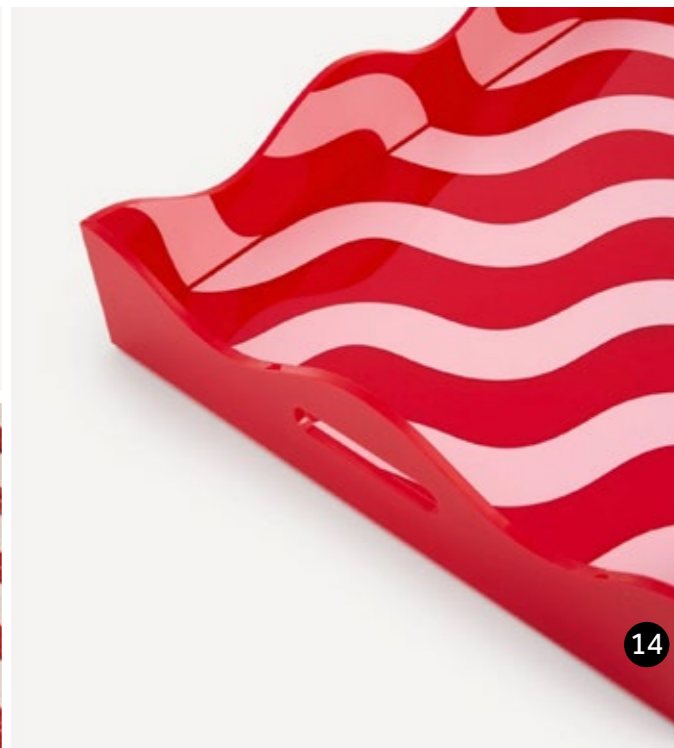
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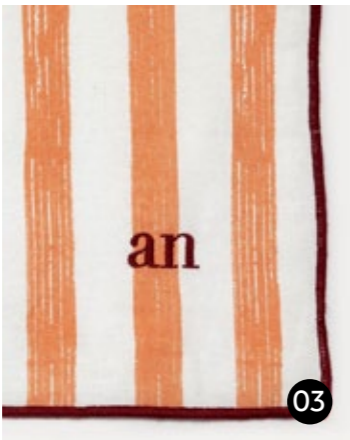
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- 01/ Christmas campaign imagery, Penhaligons
- 02/ Candy stripe vase, HODGE POTS
- 03/ Striped napkin, Anna + Nina
- 04/ 'Sirkus' striped cushion, Projekti Tyyny
- 05/ Pink circus serving bowl, Late Afternoon
- 06/ 'Ribbons Wrap You Up' wallpaper, Common Room
- 07/ Christmas product imagery, Penhaligons
- 08/ Red striped glass circus jar, The Forest & Co.
- 09/ Striped tablecloth, Summerill and Bishop
- 10/ Logo stripe trainers, Louis Vuitton
- 11/ Striped tablewear, Anna + Nina
- 12/ Box of turkish delights, Mr Stanley's
- 13/ 'Pillow Chair' by ASH NYC
- 14/ 'Scalloped Tray', CasaCarta
- 15/ Table linen, Originals Studio

TREND 02

STAINED GLASS

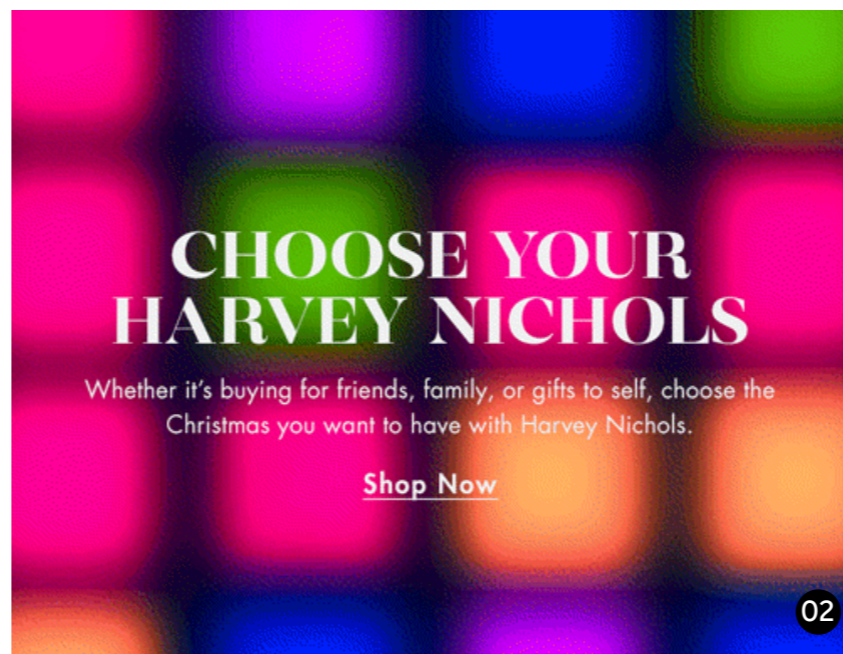
There's a pleasing radiance about this ecclesiastical trend that we've spotted in a number of places (not least in Coventry which, as the 2021 City of Culture, led the way with their colourful 'Endless Ribbon' city centre installation). Jewel like colours and geometric shapes fit together with leaded lines keeping things crisp. All at once kaleidoscopic and warming, the patterns in these winning windows of joy stay abstract and modern.

01/ Stained glass by Ben Houtkamp IG: @bens.website

02/ Christmas gift guide, Harvey Nichols

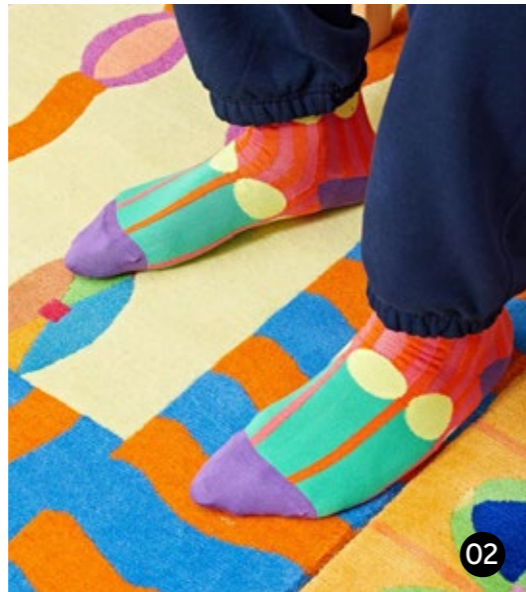
03/ 'Togetherness' gift wrap, Lush

04/ 06/ Installation by Morag Myerscough, Hertford Street Coventry





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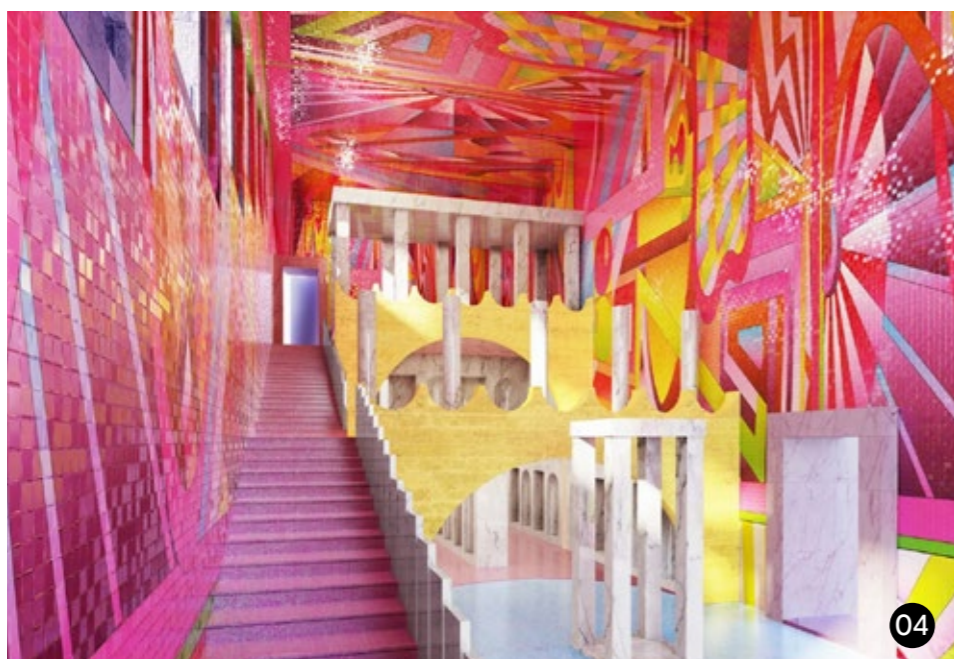
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- 01/ Christmas campaign imagery, Harvey Nichols
- 02/ Patterned socks, Yinka Ilori
- 03/ Christmas window display, Harvey Nichols
- 04/ 'Democratic Monument' by Adam Nathaniel Furman
- 05/ IG: @theconranshopofficial
- 06/ Installation by Morag Myerscough, Hertford Street Coventry
- 07/ 'Triangles Warm' by David Shield
- 08/ 'Presence' installation by Liz West
- 09/ 'Togetherness' gift wrap, Lush
- 10/ Christmas window display, The Conran Shop
- 11/ Stained glass by Ben Houtkamp IG: @bens.website
- 12/ Installation by Morag Myerscough, Hertford Street Coventry

TREND 03

MODERN REGAL

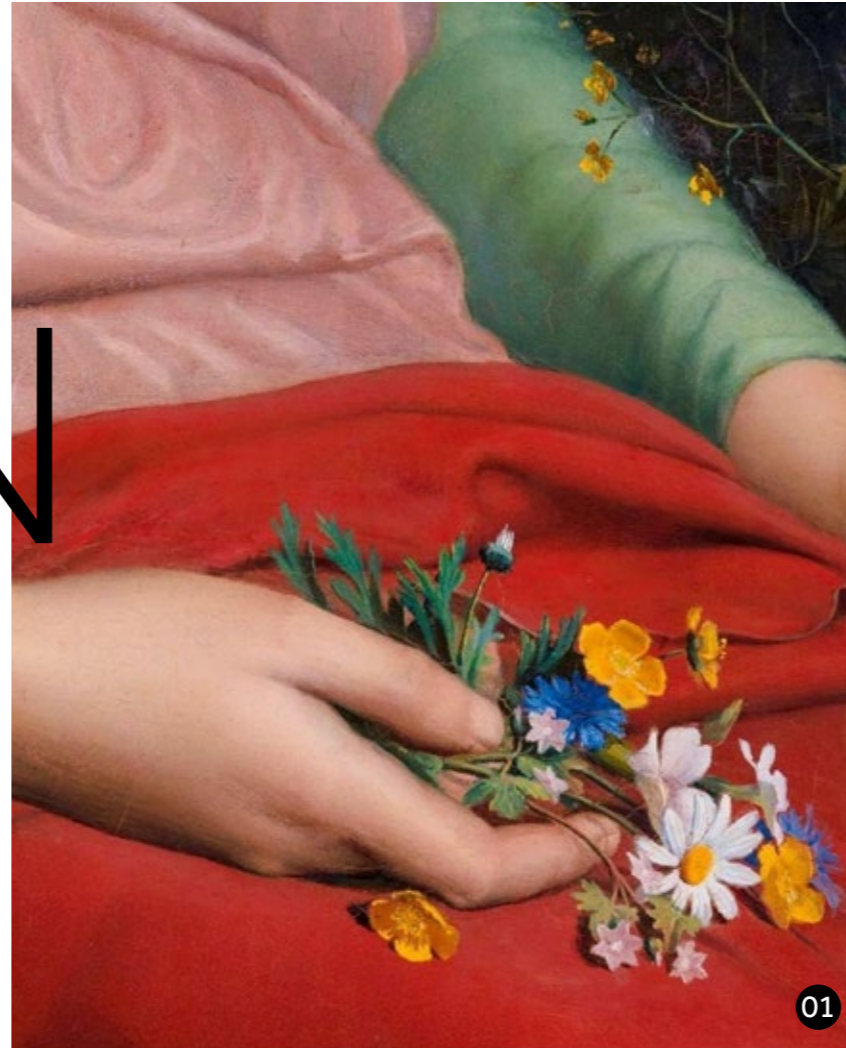
Imagine this louche, laidback trend with pre-raphaelite locks and red wine stained lips, reclining against a velvet chaise longue. Once you've conjured that image then throw in (carefully) some crystal goblets, oversized jewels and giant tassels swags. Sprinkle with art deco. Make the colour palette bordeaux, blush and ocean green. Dimly light then tie with an informal bow. There you have it, that's modern regal done.

01/ 'The Flower of the Field' by Louis Janmot. Details by IG: @charlottedicarcaci

02/ 'The Déjà Vu stool' for Houtique by Masquespacio

03/ Campaign imagery, Goodnight Monty

04/ 'Ribbons Wrap You Up' cushions by Susie Green. Common Room

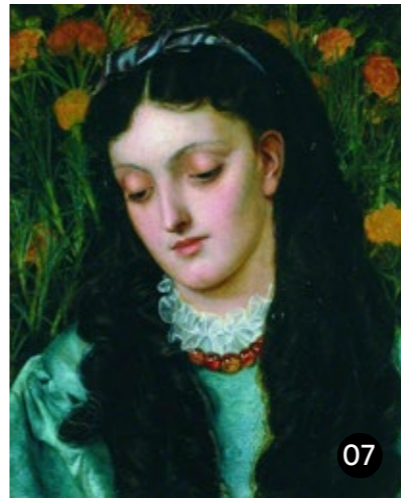




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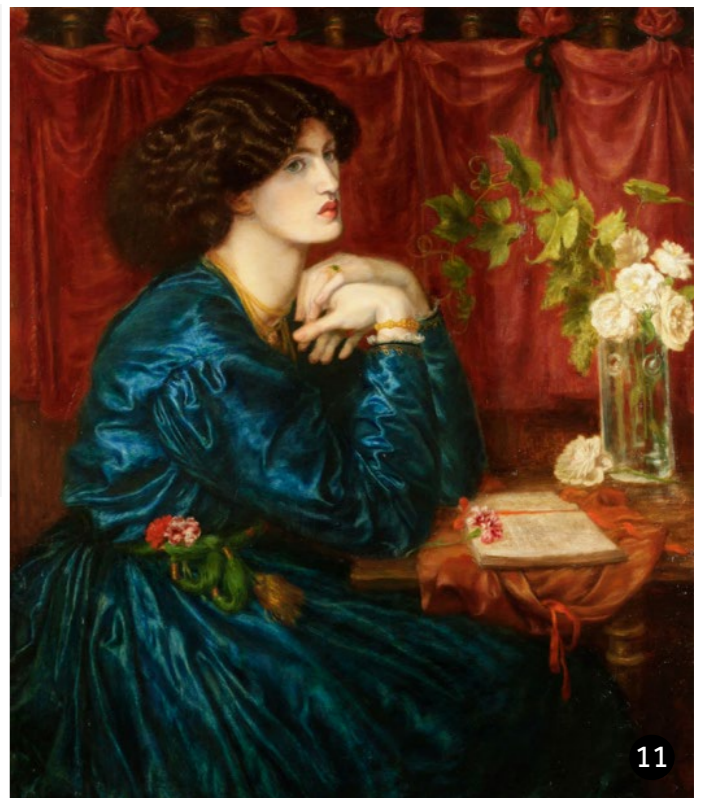
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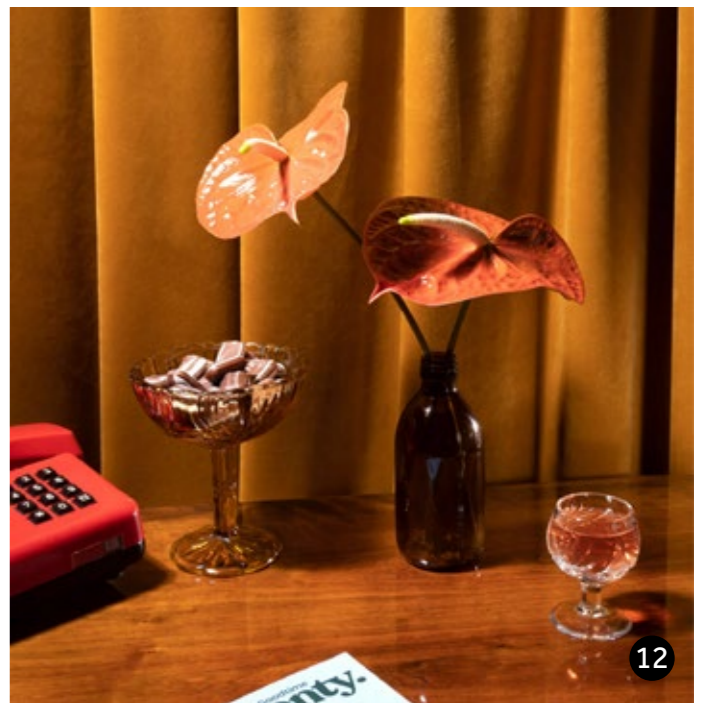
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01/ Handpainted frame, IG: @lydia_agnes_flora
 02/ Travel guide, Goodnight Monty
 03/ 'Still Life with Shells' by C.F.D. Diets
 04/ 'Small Wink wall lamp' for Houtique by Masquespacio
 05/ 'The New Royals' Haute Couture AW21, Viktor&Rolf
 06/ London pop up, Lisa Eldridge Makeup
 07/ 'La belle jaune giroflée' by Emma Sandys
 08/ 'Ribbons Wrap You Up' cushion, Common Room
 09/ 'Tassels' wallpaper, by Bruno Tarsia
 10/ Gift imagery, December edition of Livingetc.
 11/ 'Blue Silk Dress (Jane Morris)', Dante Gabriel Rossetti
 12/ Campaign imagery, Goodnight Monty

TREND 04

PUFFED OUT

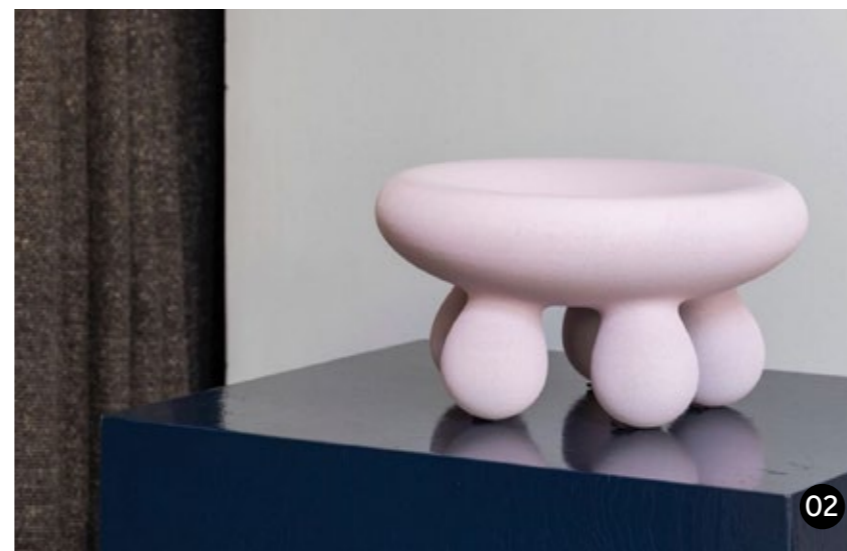
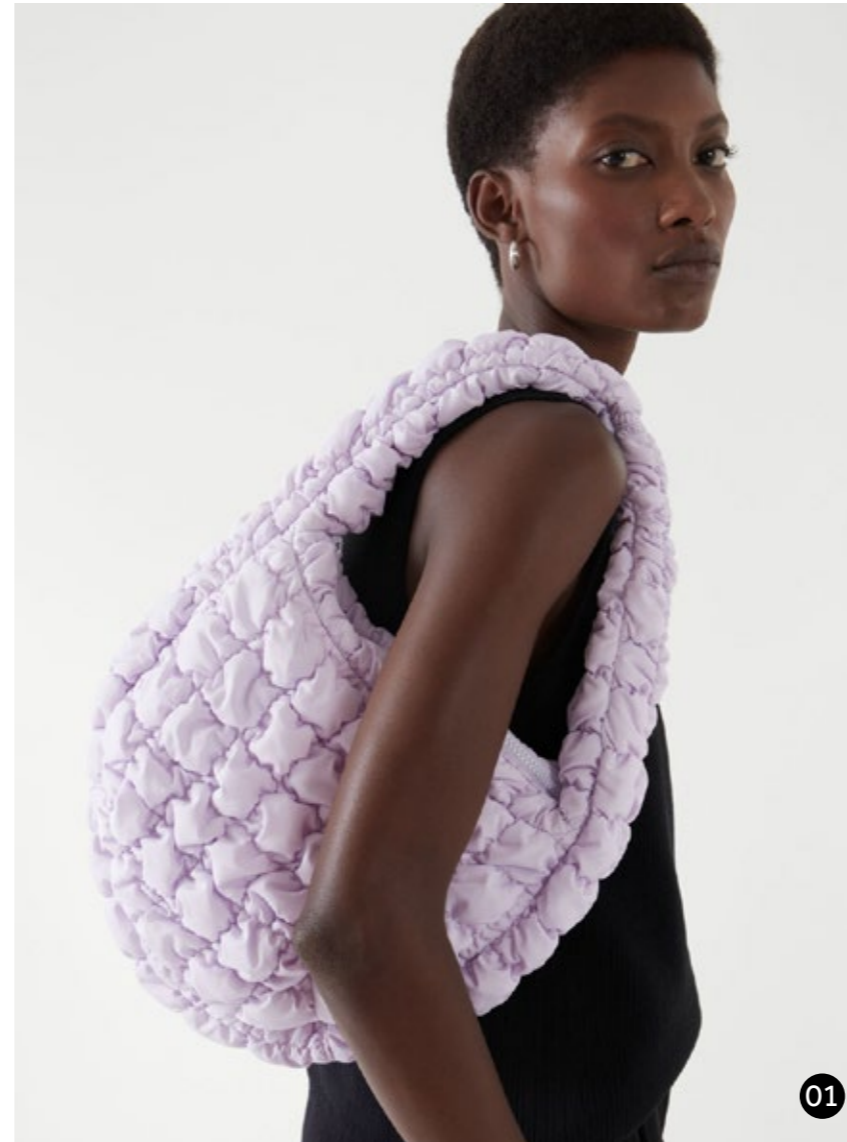
You know that feeling you get when you've just blown up all the party balloons. You're somewhat breathless and lightheaded. That's just how we feel when gazing at this trend for puffy, super-sized shapes. Bouncy, cosy, inflated quilting is everywhere, across homewares, accessories, packaging, and fashion. We can now legitimately wrap ourselves in duvets and carry pillows masquerading as bags. It's not comfort, it's fashion!

01/ Lilac puffer bag, COS

02/ Fruit Bowl with Five Legs by Supertoys Supertoys

03/ Simihaze Beauty packaging, IG: @simihazebeauty

04/ Puffer shoes, Maison Margiela





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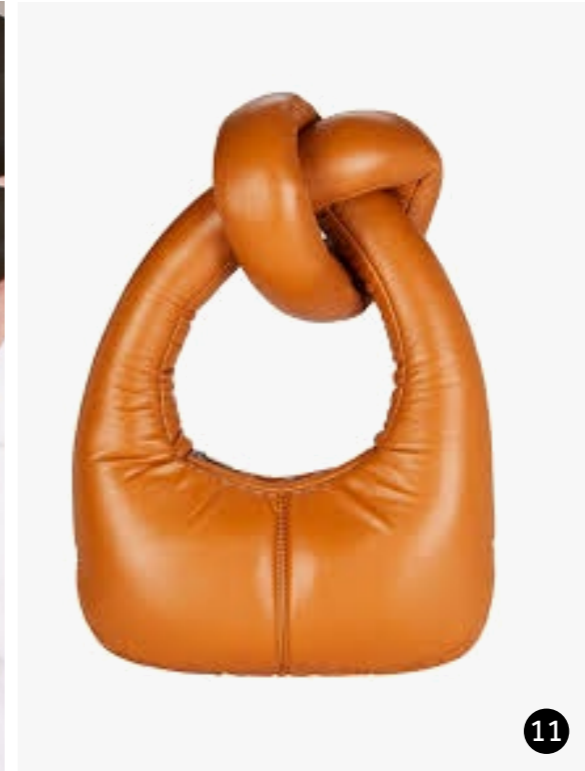
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- 01/ Quilted tote bag, KASSL Editions
- 02/ 'Erminia' down filled gown, Pierpaolo Piccioli
- 03/ 'Bollo chair' for Foggia, by Andreas Engesvik
- 04/ 'Velvet Blur' lip balm, Simihaze Beauty
- 05/ 'Happy Sad puffer', Lazy Oaf
- 06/ 'The Super Puff' scarf, Aritzia
- 07/ 'The Beachcomer sandals', Birkenstock X Faye Toogood
- 08/ 'Roly Poly Armchair', Faye Toogood
- 09/ Puffer hat, Pangaia
- 10/ 'Snoop Table' by Karim Rashid B-Line
- 11/ 'Mia' knotted leather bag, A.W.A.K.E MODE
- 12/ Puffer nylon skirt, Gucci X The North Face

TREND 05

A TASTE FOR FASHION

There's a dichotomy of placing something low cost and dispensable on a luxury item to treasure. And, it appears, that's a covetable contrast. We've seen a number of everyday food brands collaborating with high end fashion labels to create tongue-in-cheek, tasty offerings. Is it a statement on consumerism and the world's insatiable appetite for fashion? Or have we just muddled the Tesco order with our Net-a-Porter wish-list?

01/ 'Anya's Fruit & Veg' banana tee, Anya Hindmarch

02/ La Ligne x Our Lady of Rocco

03/ 'Street Meat' collection, Oscar Mayer

04/ 'Anya Brands Ketchup Tote', Anya Hindmarch





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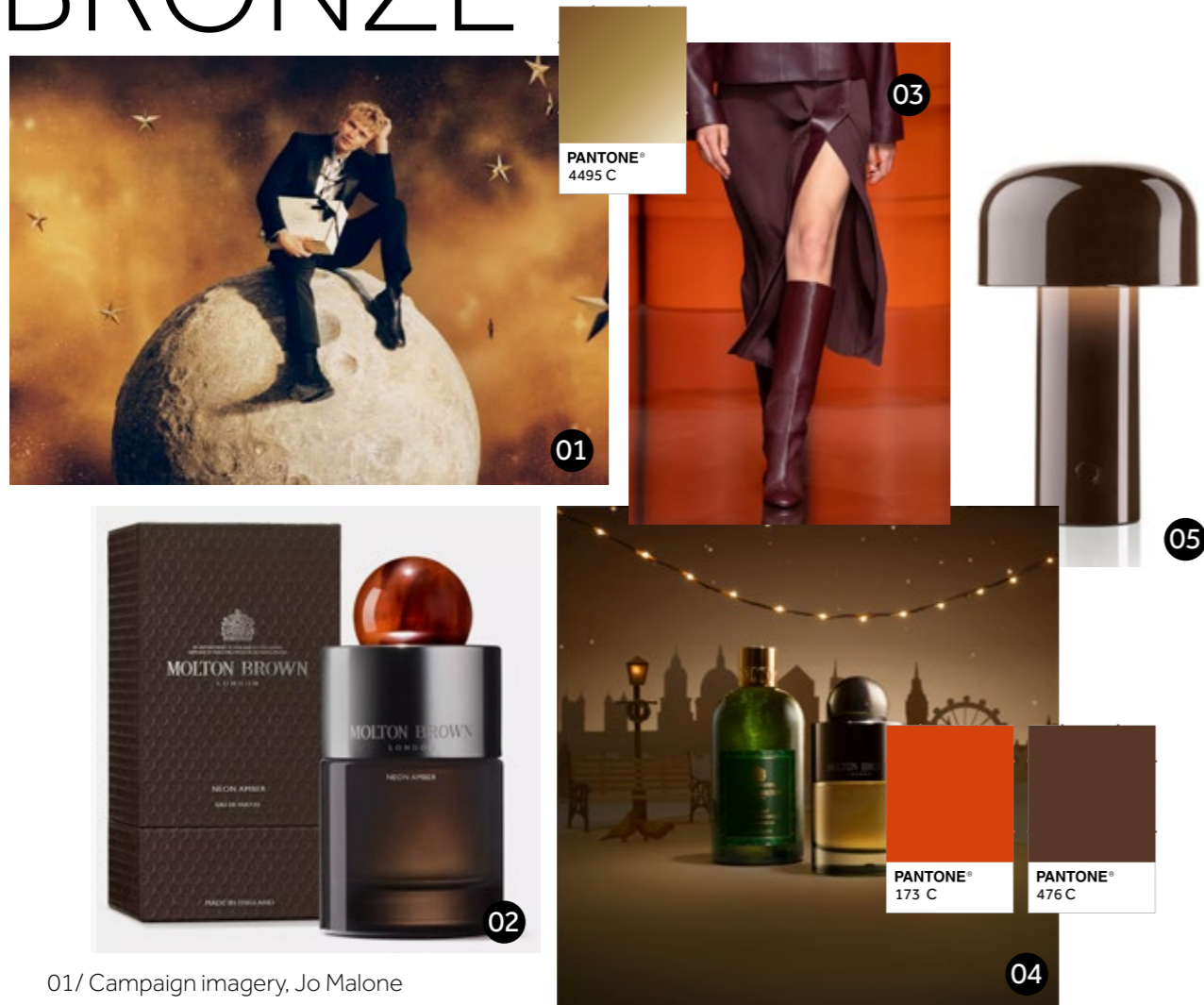
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- 01/ 'Street Meat' collection, Oscar Mayer
- 02/ Burger bucket hat, McDonald's
- 03/ 'Anya's Fruit & Veg' pop-up, Knightsbridge
- 04/ 'Anya's Fruit & Veg' raffia tote, Anya Hindmarch
- 05/ Tshirt, Megan the Stallion x Popeyes
- 06/ 'Swim Soup' collection, Panera Bread
- 07/ Post Malone x Bud Light
- 08/ Socks, Kelloggs
- 09/ 'Tim Biebs' collection, Tim Horton x Justin Bieber
- 10/ Slides, Pizza Hut
- 11/ 'Anya's Fruit & Veg' banana tee, Anya Hindmarch
- 12/ 'Fruit of the Vine tshirt, by DR.ME for Top Cuvée
- 13/ Fluffy slides, Dunkin' Donuts
- 14/ La Ligne x Our Lady of Rocco

COLOUR PALETTES

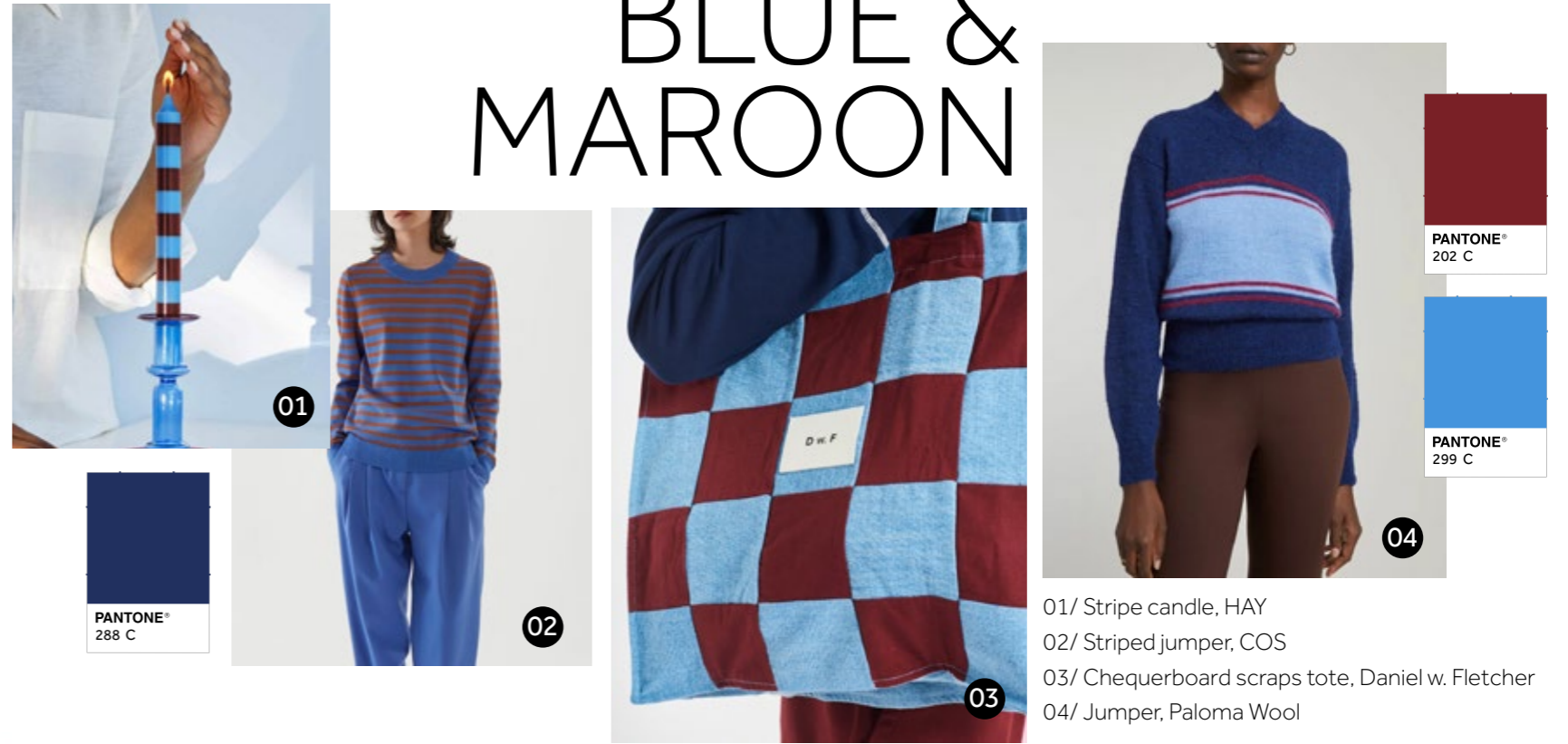
Brown has been the 'it' colour for a while now, so it's no surprise that bronze, a metallic take on it, has hit the shelves for Christmas. Alongside the many warm, sparkling tones is a crisp uniform of pale lilac-blue mixed with maroon. Lastly, we have the more natural colour combo of a pale pink late autumn light mixed with sage green; a calming palette that can take us right through to spring.

BRONZE



01/ Campaign imagery, Jo Malone
 02/ 'Neon Amber' eau de parfum, Molton Brown
 03/ Hermès Fall 2021 collection
 04/ Christmas campaign imagery, Molton Brown
 05/ Bellhop Table, Edward Barber & Jay Osgerby

BLUE & MAROON



01/ Stripe candle, HAY
 02/ Striped jumper, COS
 03/ Chequerboard scraps tote, Daniel w. Fletcher
 04/ Jumper, Paloma Wool

WINTER SAGE



01/ Packaging, Isabelle Fox
 02/ Organic tea, Parigotte
 03/ Ferne, Pinterest
 04/ Scented candle, Tatine

FEATURE: FOREST FLOOR



Is there anyone who hasn't gone mushroom mad this year? The growing trend has culminated in a whole forest floor of fungi inspired motifs and designs. And they pop up in the strangest of places! Fungus fairy lights? Toadstools on your jeans? Why not!

01/ Christmas collection, Anthropologie
 02/ Mushroom parcel trim, John Lewis
 03/ Lantern Festival at West Midland Safari Park
 04/ Mushroom jeans, Reformation
 05/ Mushroom collection, Chaos
 06/ 'Mush-Mush And The Mushables' TV show

07/ Mushroom gift tag, John Lewis
 08/ 'Amanita' mushroom candle, Anthropologie
 09/ Mushroom bauble, Ajouter Store
 10/ Shroom Garden cashmere sweater, The Elder Statesman

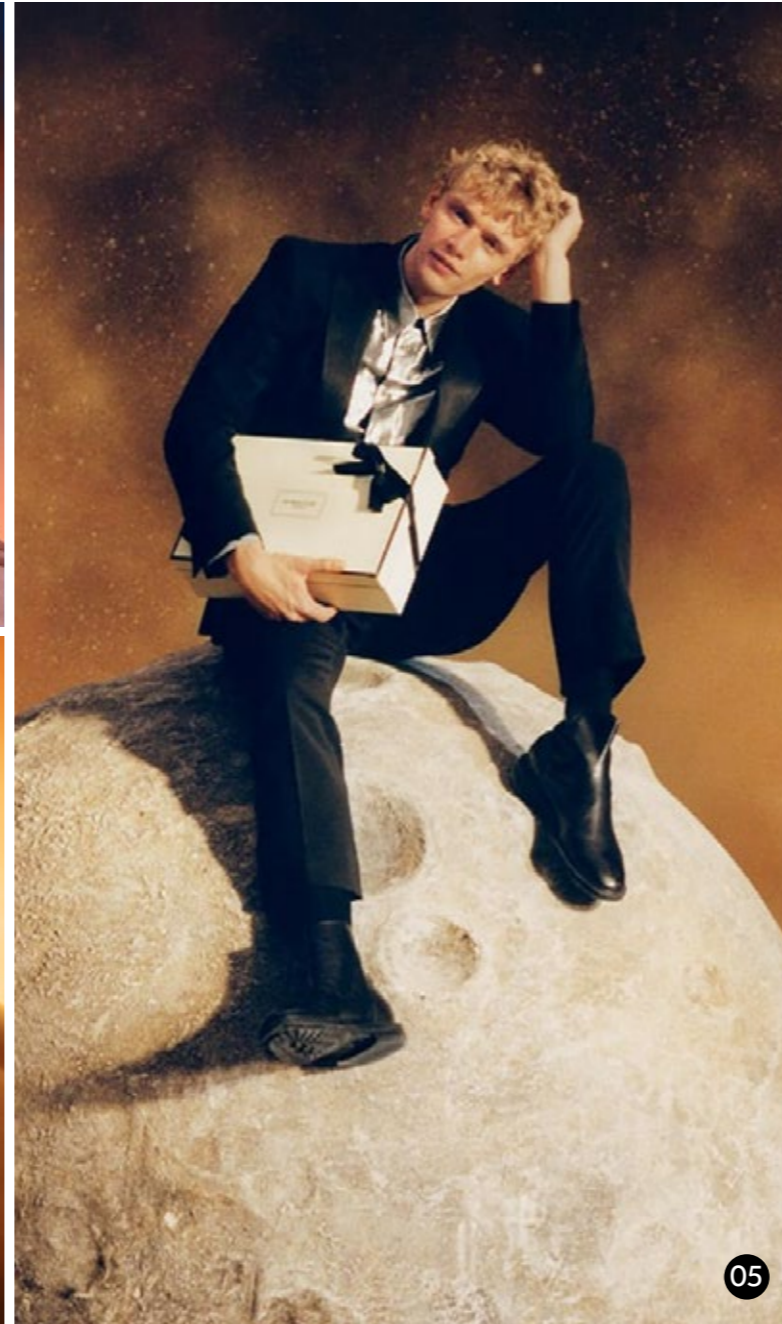
FEATURE: LUNAR LOVE



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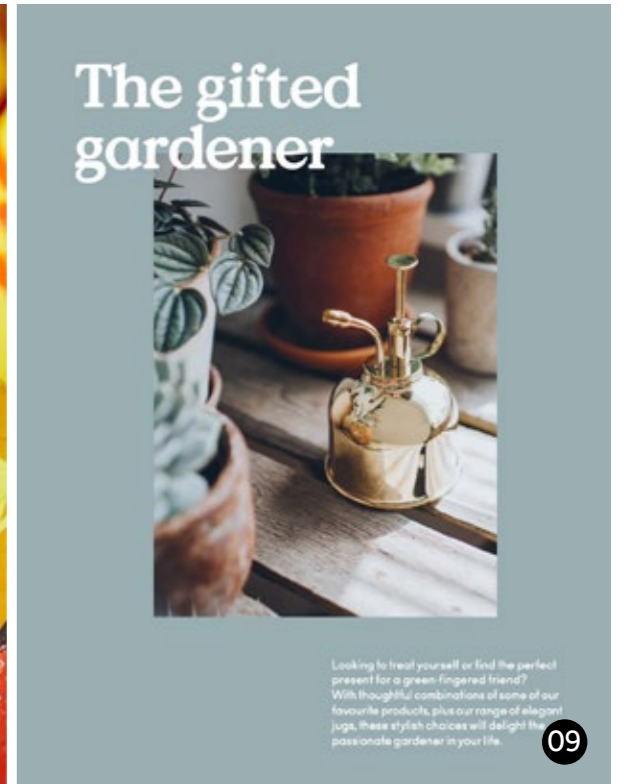
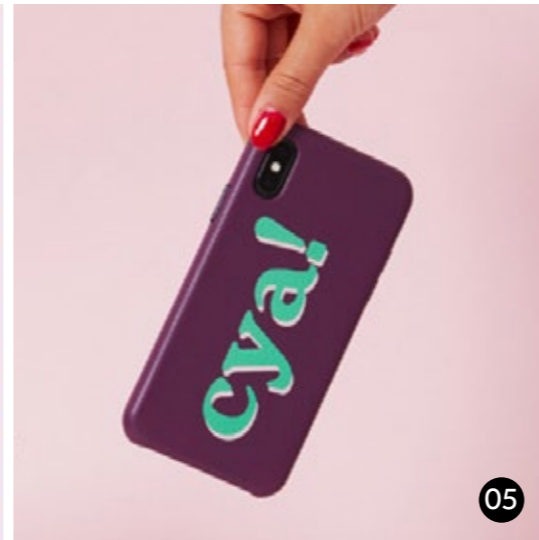
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A number of brands have abandoned Earth for good and flown off to explore the rocky, dusty deserts of outer space. It's a cosmic trend that's gritty, sparse but still (in the hands of Chanel, Jo Malone and others) out-of-this-world glamorous.

01/ 'The Mandalorian' shoes, Adidas
 02/ Christmas campaign imagery, Chanel No.5
 03/ Christmas product imagery, Harvey Nichols
 04/ 'Dune' in Dolby movie poster

05/ Christmas campaign imagery, Jo Malone
 06/ 'Unexpected Guest' Christmas ad,
 John Lewis & Partners
 07/ Christmas campaign imagery, Louis Vuitton

FEATURE: TALKING TYPE



If you're not using a chunky sixties serif font this season, then you may have found yourself out of step with the zeitgeist. Lettering is big, bold and filled with unusual quirks. Making a pleasant change from years of controlled, minimalist serif fonts.

01/ 'Krampus and St. Nicholas!' Christmas praline gift set, Together Design x Metzger and Söhne
 02/ Gin du verger, Entre Pierre & Terre
 03/ Christmas campaign, Selfridges
 04/ Billboard design for Planted, by Lit Create
 05/ Leather phonecase, Not Another Bill

06/ Favorito Hand Soap, Claus Porto
 07/ Low alcohol beer, Bungalow Beer
 08/ Lettering by Mary Kate McDewitt
 09/ Trade brochure 2022, HAWS
 10/ 'Adios, peach fuzz' shaving kit, ROUT

FEATURE: DOWN WITH THE KIDS



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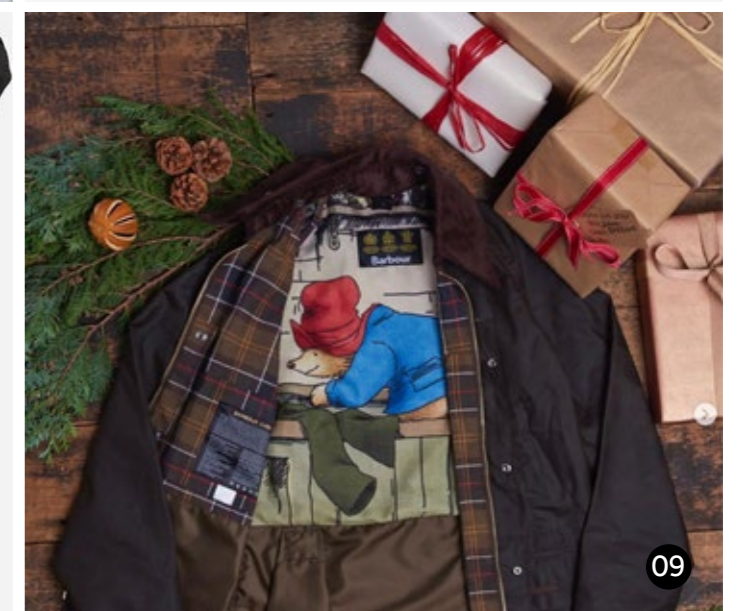
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Loewe with Studio Ghibli, Barbour with Paddington, Wood Wood with Garfield, Fenwick with Shaun the Sheep... fashion is happily discovering its inner child and playing nicely with some of the most recognisable characters from our youth.

01/ Christmas window display, Fenwick x Shaun the Sheep
 02/ Donald Duck backpack, Gucci x Disney
 03/ Starwars 'The Mandalorian' x Colourpop
 04/ Tshirt, Loewe x Totoro
 05/ Campaign imagery, Loewe x Totoro

06/ Campaign imagery, Desmond & Dempsey x Natural History Museum
 07/ 'lan' hoodie, Garfield x Wood Wood
 08/ Wax tin, Barbour x Paddington
 09/ Christmas gift guide, Barbour x Paddington

FEATURE: SMASHING CHRISTMAS



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This year, if the advertising is to be believed, we're having Christmas to the max. Going all out for a festive celebration that says 'balls' to the last year. We will have fun. No matter what. With bells on.

01/ 'Christmas to the Maxx' Christmas ad, TK Maxx
 02/ 'Baubles to Last Year' Christmas ad, Argos
 03/ 'Bags of Joy' Christmas ad, Boots
 04/ 'Go All Out' Christmas campaign, Sports Direct
 05/ 'This Christmas, Nothing's Stopping Us' Christmas ad, Tesco

06/ 'It's the Very Best Excuse' Christmas ad, Very
 07/ 'This Christmas, Nothing's Stopping Us' Christmas ad, Tesco
 08/ 'Christmas to the Maxx' Christmas ad, TK Maxx
 09/ 'Bags of Joy' Christmas ad, Boots

FEATURE: DEADSTOCK, ALIVE AND WELL



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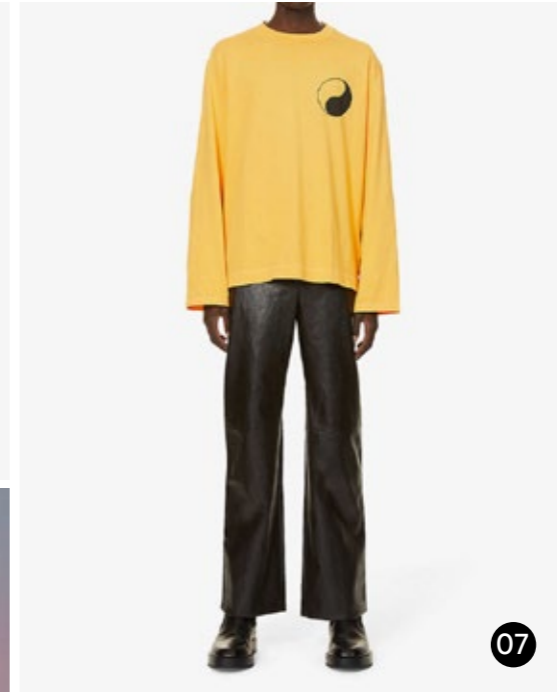
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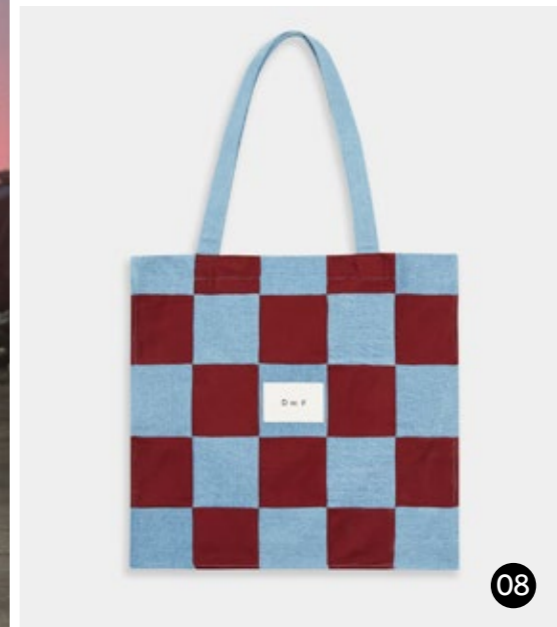
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Fashion stock found dusty in a factory and sold anew with original labels? That's just fine with our current focus on recycling and reuse. There are many brands using deadstock fabric (the bit left on the roll from a previous order) to create new and covetable items.

01/ Patchwork jacket, Awake NY x Levis
 02/ Upcycled appliqué jacket, DRx FARMaY for LN-CC x Adidas
 03/ Bethany Williams for Project Earth Resellfridges
 04/ Deadstock jeans, Fruit of the Loom
 05/ 'Reimagine' capsule collection, PINKO x Patrick McDowell

06/ Recycled Ready-to-Wear collection, Rave Review
 07/ 'Our Legacy' tshirt, Selfridges
 08/ Chequerboard scraps tote, Daniel w. Fletcher
 09/ Patchwork shirt, Net a Porter x Rave Review
 10/ 1985 US Air Force C-9 parachute jacket, Mr Porter

CAMPAIGNS



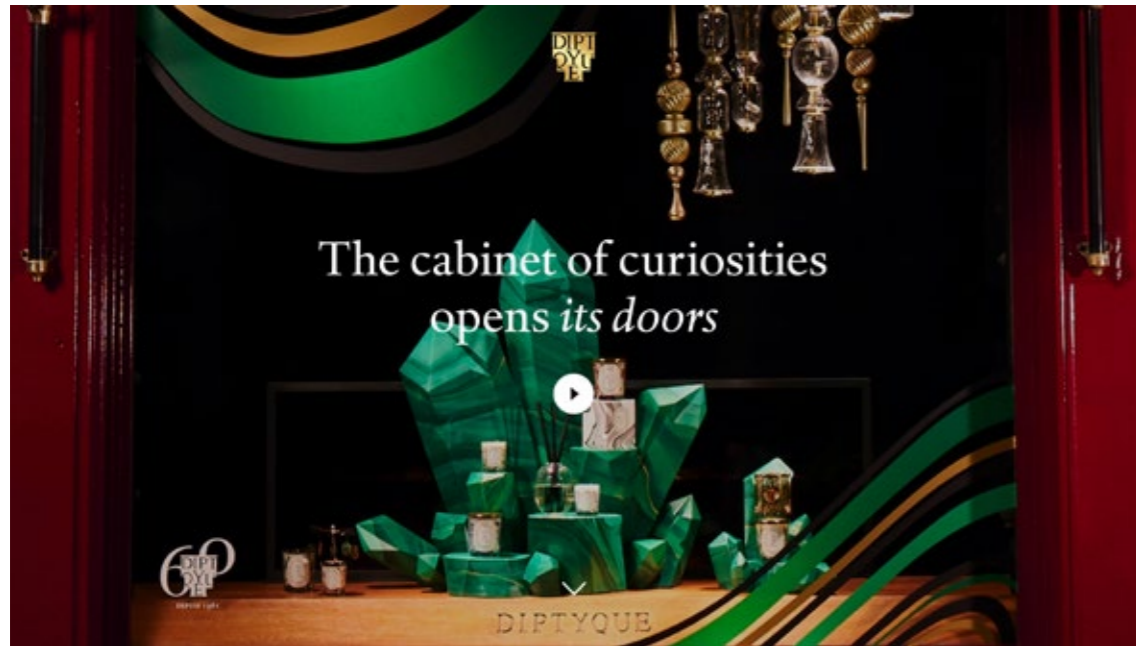
CONRAN SHOP

CAMPAIGNS



FORTNUM & MASON'S

CAMPAIGNS

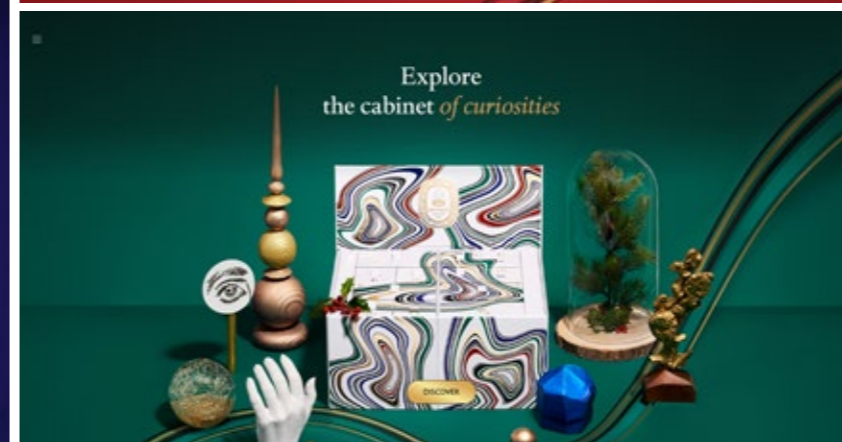
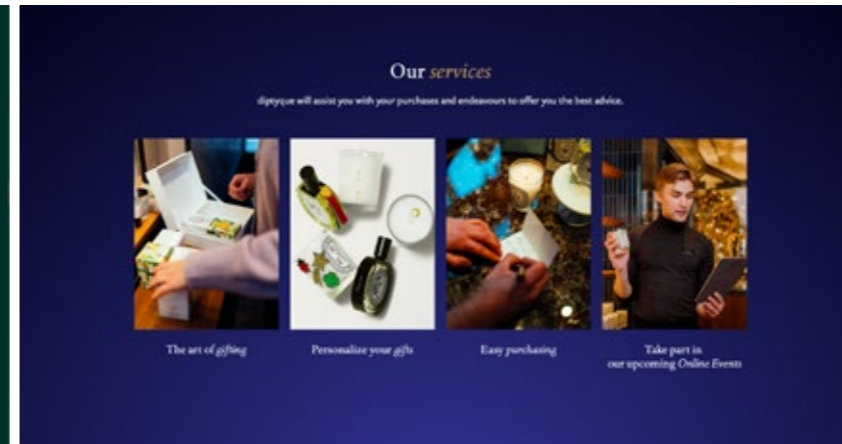


END-OF-YEAR DELIGHTS

Discover diptyque's limited edition Holiday Collection, filled with fragrant treasures and surprises.

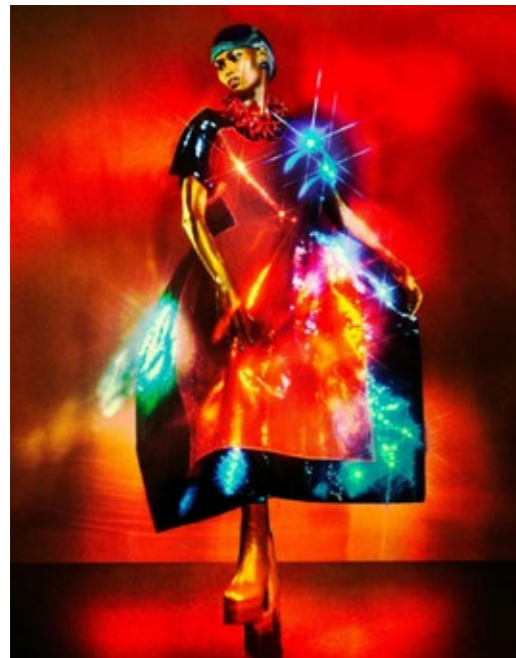
From new scents dressed in festive attire to enchant the winter season, home objects to adorn your interior to attractive gifts to delight your loved ones.

Roam through diptyque's Cabinet of Curiosities and celebrate the end of the year in finesse!

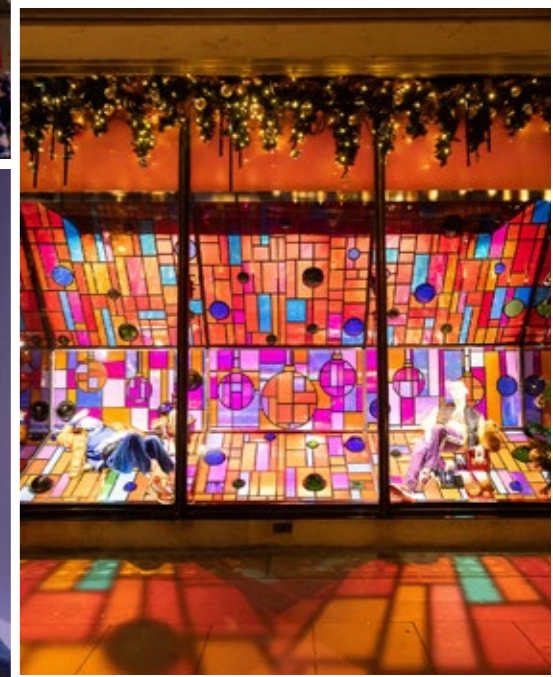
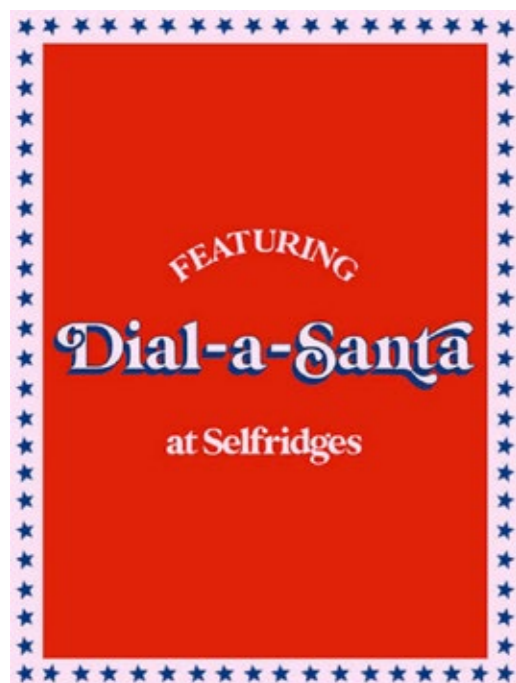


DIPTIQUE

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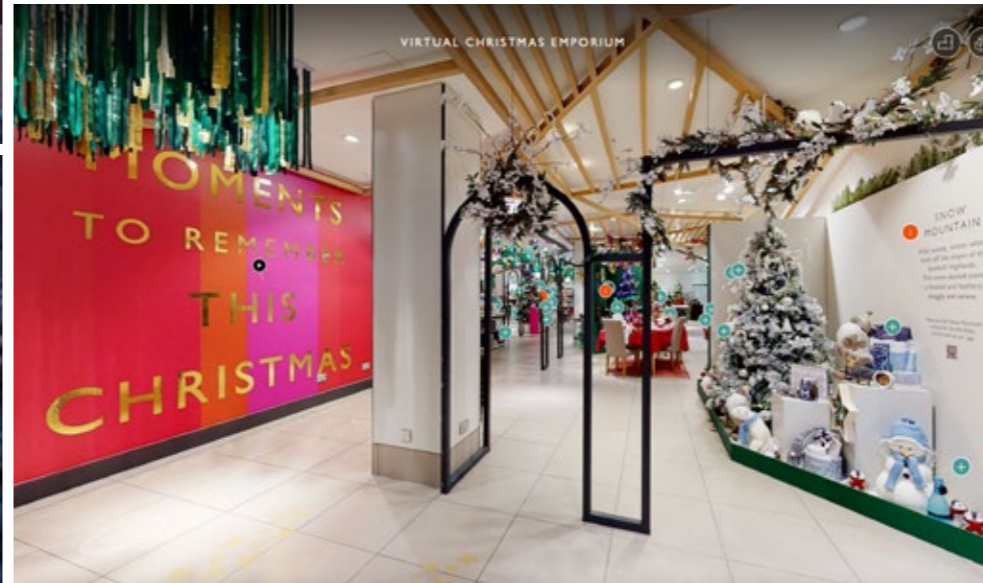
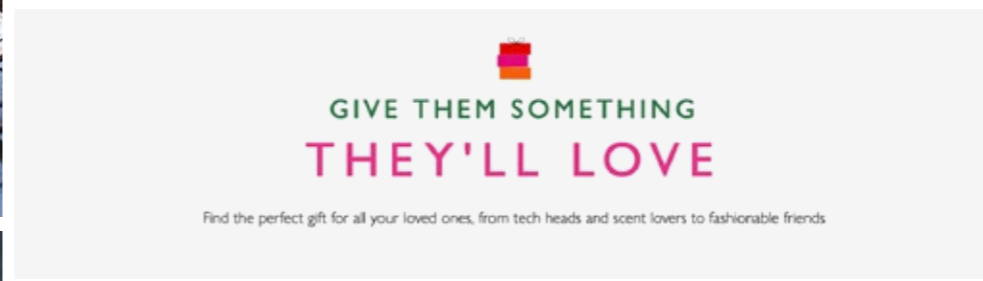


Something
exciting is
coming...



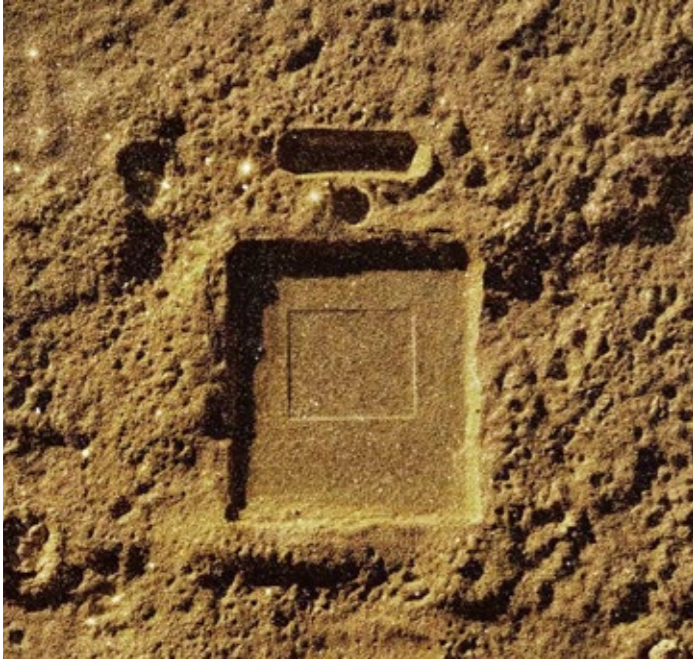
SELFRIDGES

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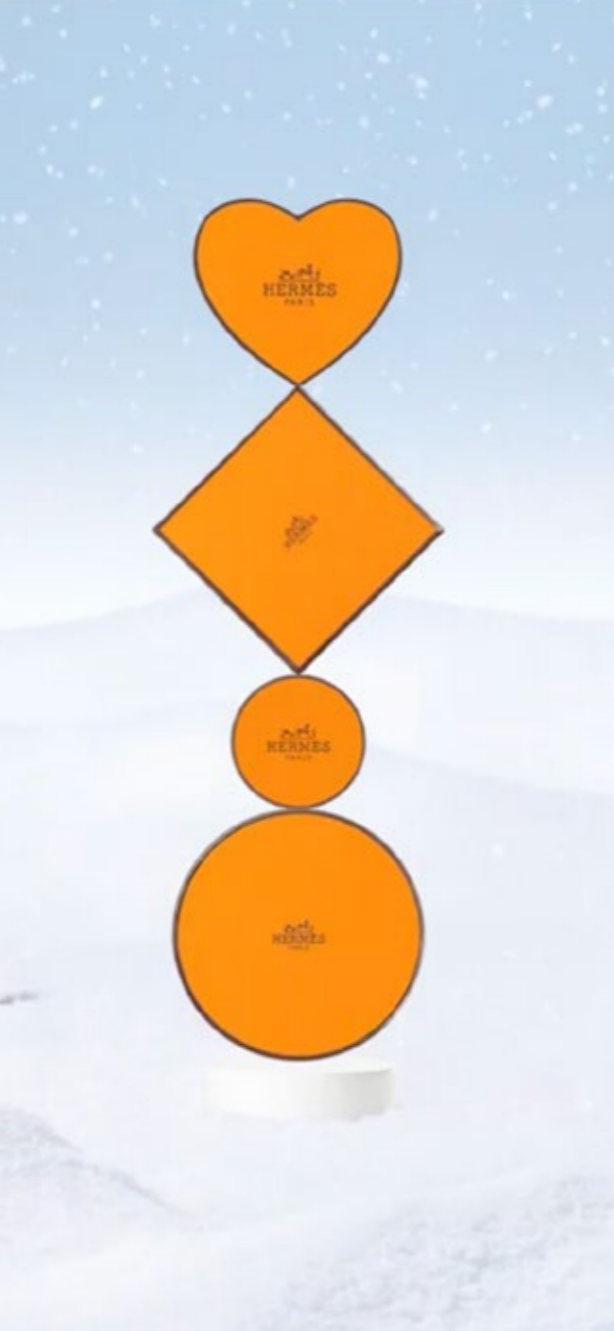
JOHN LEWIS

CAMPAIGNS



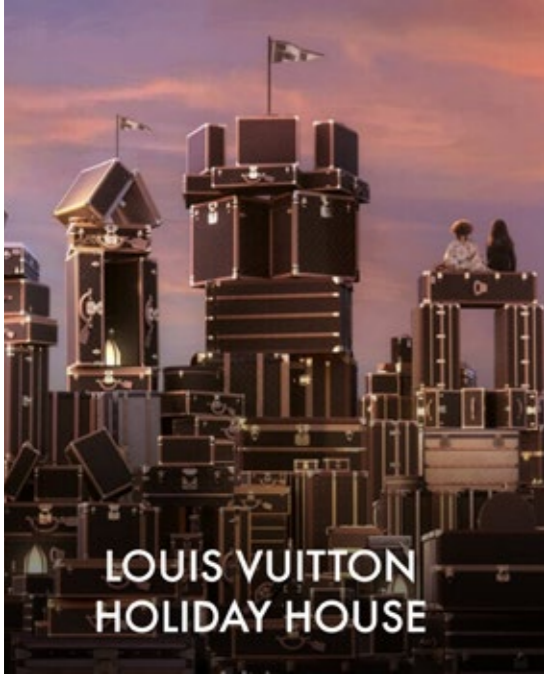
CHANEL NO.5

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HERMÈS

CAMPAIGNS



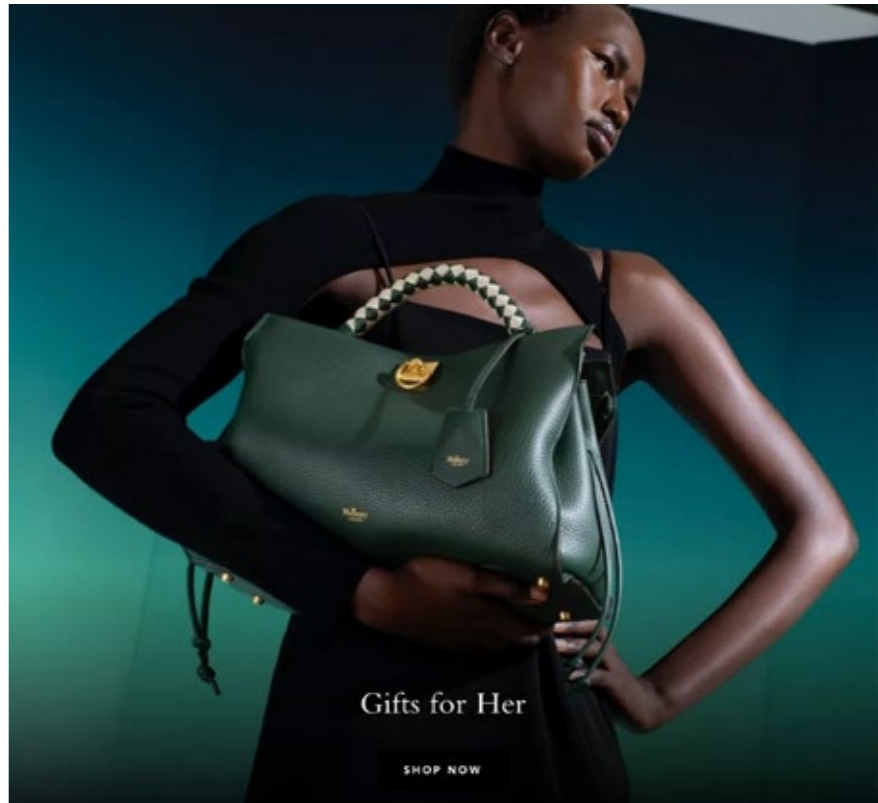
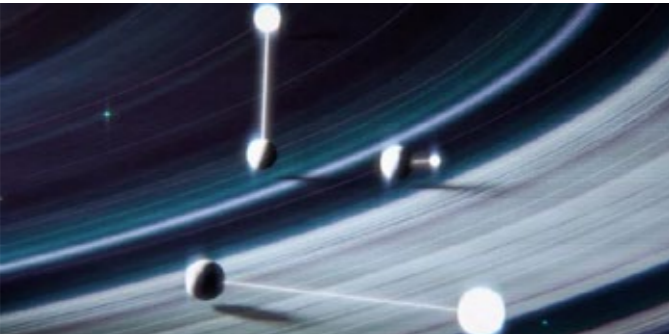
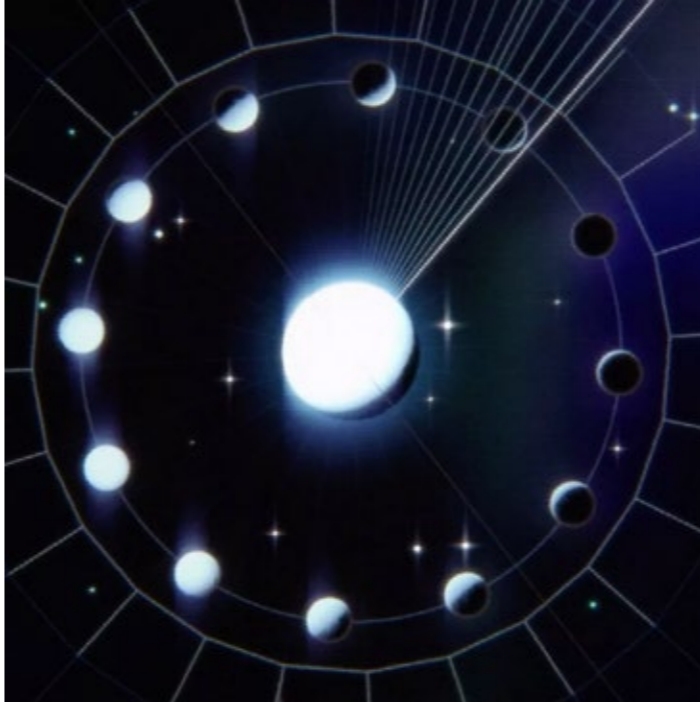
LOUIS VUITTON

CAMPAIGNS



JO MALONE

CAMPAIGNS



MULBERRY

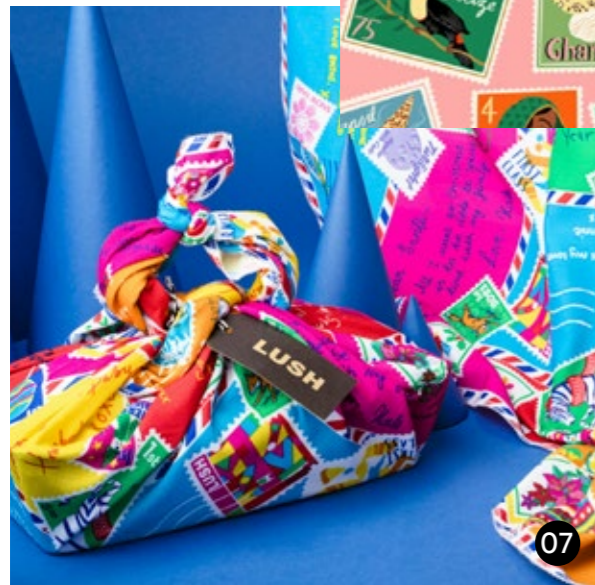
PREDICTIONS: LOOKING AHEAD



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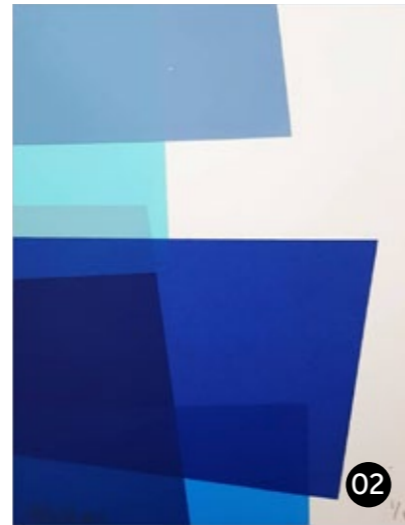
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LICKETY STICK

We can only dream of travelling (easily) to new destinations right now. That and an increased desire for correspondence with loved ones makes the humble postage stamp a past and future star.



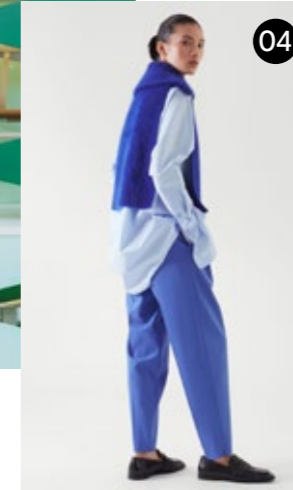
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TONAL HARMONY

The colour blocking trend continues and we predict more palettes that play in one colour zone only. Shady dealings that feel right for right now.

- 01/ Set of 3 trays, Vitra
- 02/ Screen print, Josie Molloy
- 03/ 'The Magical Value of Shapes' Conran Shop window display by IG: @damienpoulain
- 04/ Blue colour story, COS
- 05/ Christmas gift guide, Liberty
- 06/ Stamp pattern, Bodil Jane
- 07/ 'Letters to Santa' gift wrap, Lush
- 08/ Stamp phonecase, Casetify x Bodil Jane
- 09/ Suitcases, Rimowa x Chaos
- 10/ Wave sweater, Ganni
- 11/ Knitted vest, Helmstedt
- 12/ 'Frio' dress, Helmstedt



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I'M MELTING

Waves and drips can be seen running down the sides of luggage and clothing. It's a cartoon take on more delicate marbling, and we like it.

TOGETHER

This report comes to you from the team at Together Design, an award-winning design and branding agency based in London. For over eighteen 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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