

IDEAS FOR A PROFITABLE GARDEN CENTER

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## 2024 HOLIDAY SNEAK PEEK

CHECK OUT TRENDS YOU'LL SEE AT MARKET P. 28

TIPS FOR FAB PORCH POTS P. 30

# Sneak Peek: What's in Store at Market

Here's a preview of what you'll find for holiday  
and gift at markets this year.

by JENNIFER POLANZ

For this year's look at gift and holiday for winter 2024, I reached out to the lovely folks at ANDMORE, the newly branded company that runs the markets in Atlanta, Las Vegas and High Point. They, along with the trend spotters at Sullivans, provided some insight into what the trends are for holiday 2024 and helped us get a sneak peek at some of the products you'll see this month at market.

## FIRST, TRENDS

One that seems especially important to our industry is the continuation of the Woodland Holidays, which puts the emphasis on nature and more natural-looking pieces.

"Consumers want to become more connected with nature, seeing peace through decoration that mimics surroundings," they wrote. "Pine and pinecone decorations, forest animal statuettes and earth tones create a nature-forward display."

This is where we excel, too, with real and faux greenery, pinecones and jute-woven accents that provide earthy colors and connection.

There's also Traditional Christmas, which keys in on nostalgia with red and green hues and accents. Think Santa figurines, shiny containers and mistletoe, as well as timeless adornments that give you that classic Coke Santa vibe.

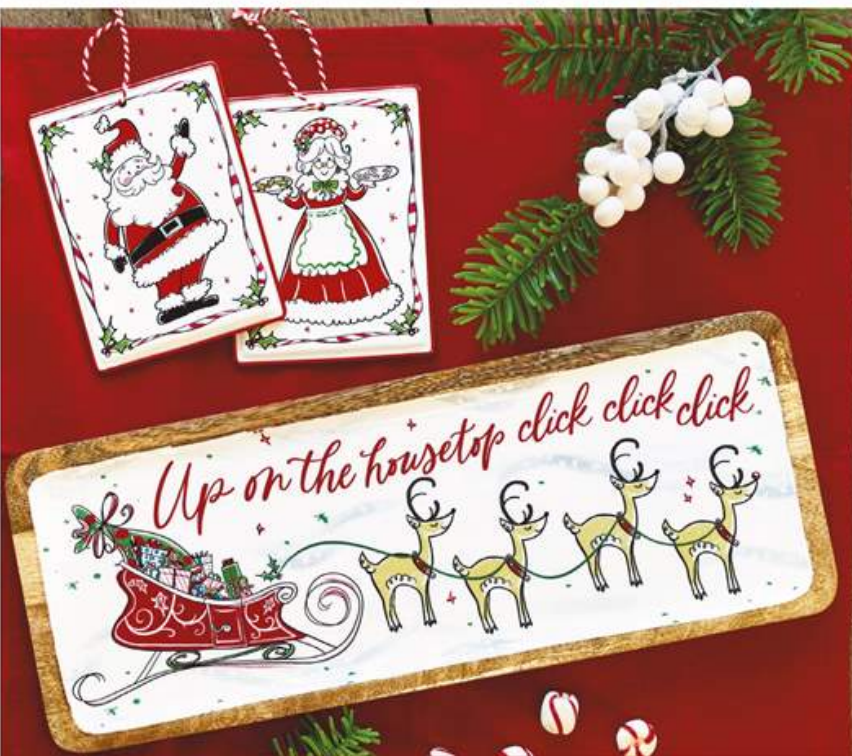
A few other unique takes that could help set you apart this year:

**Holiday Neutral**—Neutral décor that promotes sustainability and longevity for Millennial consumers creating an "evergreen holiday portfolio. Christmas décor in non-traditional neutral colors, such as light blue and matte black, keep the holidays warm and inviting with fierce minimalism."



## SULLIVANS HOME DÉCOR

A striking outdoor decoration, this unique 17-in. ring features a woodland silhouette rimmed with a glowing LED light string. This is one of those decorations that could stay up all year round, checking the box for minimalist Millennials.



## Burton + BURTON

Can this get any more traditional Christmas? The festive Up on the Housetop Sleigh Tray is made of mango wood, measures in at 18-in. wide by 7-in. deep by ½-in. high and comes in a set of three. The ornaments pictured are tin and feature Mrs. Claus, Santa, a snowman and an elf, and come in three sets of four.



**KALALOU**

These wall sconces tick the woodland and metallic boxes (maybe that should be its own trend category?). They come in a set of two, are antique brass and measure 11-in. wide by 3½-in. deep by 23½-in. tall.



**KURT S. ADLER**

These shimmering metallic ornaments are sure to catch the eye, falling into both the woodland and metallics categories. The ornaments come in Opalescent Bear, Wolf and Deer.

**LYNN & LIANA DESIGNS**

Here's a gift offering that works perfectly for any holiday: a 20-in. Acacia mini surfboard cheeseboard with resin accent in Caribbean blue. Gift it or use it for parties. It comes in a Lynn & Liana black box to add a classy touch for gifting.



**ACCENT DÉCOR**

Need holiday-themed pots? Accent Décor has you covered, with the new Peace on Earth pot featuring the hand-painted metallic gold phrase on creamy white stoneware with peace signs on the outside. Also new this year is the Peppermint Collection, featuring pots and a coffee mug with hand-painted vertical pink-and-red stripes. Matching plant pots and cocoa mugs? Sign me up!



**Bold Metallic**—This is something we've seen off and on throughout the years. Shiny ornaments with dramatic finishes, and Victorian patterns complementing metallics from silver and gold to bold red and green.

**White and Bright**—Modern and elegant, this "subtle white décor creates a consumer-curated snowfall." From ornaments to snowflake embossed containers, this high-end look is understated yet opulent, according to AND MORE and Sullivans. ■