
German expert reveals latest in Christmas décor trends

CHRISTMAS WILL never be complete without the holiday decorations that adorn our homes, workplaces, buildings and streets. Every Christmas décor and other festive design-driven pieces embody the Christmas spirit we love to share. Through Filipino creativity and craftsmanship, each Christmas season becomes a feast to the senses.

As the most celebrated holiday comes close, the Manila FAME International has paved the way to the latest trends and designs in holiday décor with the help of German designer Britta Frankenhauser through its Merchandise Design Consultancy Program (MDCP).

Frankenhauser studied art and design and has been into designing Christmas cards and holiday decorations for 20 years. In 2008, she opened her own design studio b-Sonders GmbH and has designed products and packaging for well-known European companies.

“I love Philippine design and the different way they do things. I have been coming back here for the past 18 years because Filipino designs impressed me. Most the companies I have worked with are totally interesting and amazing. Most of them have a let’s-do-this attitude,” shares Frankenhauser, when asked how she felt while working with Filipino manufacturers. Among the companies she assisted are Catalina Embroideries, Dekokraft, Kardelle Industries and Mary Kel Company.

Manila FAME International has included MDCP to assist companies and designers in developing new and better products for the discerning world market. As an essential platform for product development and innovation for the show’s exhibitors, the MDCP provides local manufacturers the opportunity to collaborate with top-rated local and foreign design

professionals.

The latest holiday trends revealed

For the 52nd edition of Manila FAME International, holiday trends, as Frankenhauser said, will always include the traditional colors of red and green. These colors are often the Christmas staple despite new color combinations that emerge every now and then. These colors are usually applied to wreaths and Santas.

The second trend for this season is the elegant style that includes the use of sophisticated colors such as cream, beige, gold and white that is mostly applied to calligraphy, angels and stars, as shared by Frankenhauser.

Among the latest holiday décor trends is the one that emphasizes trendy style in deconstructed forms of the usual decorations, like deer and snowflakes. The colors for trendy style include turquoise, silver and gray. “Since turquoise is a summer color, I add silver and white with it to make it appear frosty for Christmas,” Frankenhauser adds.

Another trend that is in today is the fun style that mixes and match colors and patterns in a decoupage style.

“The product and design development here in the Philippines is becoming more and more professional and modern in their own way. Filipinos really try to pick up with the technology but still apply their creative flair with it,” relates Frankenhauser.

Adapting the trends

Catalina Embroideries Inc. is one of the companies that adapted the latest holiday trends that they lear-

German expert reveals latest in Christmas décor trends

ned from the MDCP. Established in 1997, Catalina is engaged in manufacturing home accessories such as lamps, cushion covers, accent tables and chairs.

“We’ve been into producing and designing exceptional products for home furnishings and home accessories for the past years, but due to a request from a buyer, we decided to venture in holiday decorations,” said Joan Wang, owner of Catalina Embroideries. “By joining the MDCP and with Ms. Britta’s help, we were able to know the latest trends in holiday decor and incorporate it in our products and the results are much better,” she added.

Manila FAME International, a biannual trade platform for home and lifestyle products, is the only trade show in the Philippines recognized by the Union des Foires Internationales, a Paris-based international association of trade fair organizers. One of the longest running trade shows in Asia, this biannual trade event is led by the Center for International Trade Expositions and Missions (CITEM), an attached agency of the Department of Trade and Industry.

For more information on holiday décor trends, log on to www.manilafame.com.

Printed with  Click here to send your **feedback**



Printed with