

German expert reveals holiday décor trends



German designer Britta Frankenhauser assists companies and designers in developing new and better products for the discerning world market.

MANILA, Philippines - 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.

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 impress me. Most of 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 about working with Filipino manufacturers. Among the companies she assisted are Catalina Embroideries, Dekokraft, Kardelle Industries, and Mary Kel Company.

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

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One can also opt for sophisticated colors such as cream, beige, gold and white — mostly applied to calligraphy, angels, and stars — in their Christmas décor.

“Deconstructed forms of the usual decorations like deer and snowflakes in turquoise, silver, and gray are so trendy. Since turquoise is a summer color, I add silver and white to it to make it appear frosty for Christmas,” Frankenhauser adds.

Another trend is mixing and matching 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.

Catalina Embroideries Inc. is one of the companies that adapted the latest holiday trends that they learned 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 into holiday decorations,” said Joan Wang, owner of Catalina Embroideries.

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