

## The lights are on

Cities across the UK have begun the countdown to Christmas with festive lights and displays bringing our high streets alive, brightening the long dark days of December – and hopefully encouraging consumers to arrive in their hoards to enjoy the shopping experience that everyone missed so much last year.

Probably one of the most spectacular displays of all for 2021 can be seen in Oxford Street, London – a brand-new display which boasts over 1 million LED bulbs across the West End making history as the world's largest Christmas light switch-on. Retailers have jumped on board to provide magical moments with a series of exclusive in-store experiences such as 'Market on the Mews' and workshops such as Winter Wreath Making and Gin Masterclasses.



Retailers and outlets hoping to up their game for 2022 and offer fabulous festive displays for their own stores should look no further than **Harrogate Christmas & Gift** from 16<sup>th</sup> to 19<sup>th</sup> January 2022 – register online today for free entry to the UK's favourite festive trade event. [www.harrogatefair.com](http://www.harrogatefair.com)

## Festive landmarks



Gibson Plus is a new exhibitor at the show for 2022 and presents its Landmark Range combining idyllic images of treasured local beauty spots, monument buildings, or landscapes with a beautiful night sky scene of Father Christmas flying over the moon.

Unlike traditional baubles, these are flat and only 3mm thick. Being lightweight thin and robust, it makes them the perfect gift to pop on a

Christmas card. Retailers can order baubles with images that really resonate with customers in their local area and watch them fly off the shelves.

*Visit Gibson Plus on Stand C10*

## **Christmas magic**

Woodlodge also attends Harrogate for the first-time next year, showcasing 700 festive lines on a dedicated Snowlodge stand. This is a carefully curated portfolio of stylish trend-led and classical décor ideas designed to energise the Christmas sector and provide a variety of price-points across multiple categories. The magic of Christmas is brought to life with handmade craft products that include festive stars, room ornaments and decorations, figurines and candle holders, stylish trees, gonks and baubles, novelty doorstops as well as wreaths, garlands and joyeux LED lighting.

*Visit Woodlodge on Stand M24 & M26*

