

christmasworld

Glamorous and Cloud-Soft: Christmas Trends for 2026

Frankfurt am Main, July 2026. Lavish splendour or cosy comfort? Back in February, Christmasworld in Frankfurt offered an exclusive preview of the upcoming festive season. Every year, the leading international trade fair for festive and seasonal decorations brings together leading manufacturers and brands from around the world to showcase the latest products and trends for every celebration throughout the year. One thing is clear for 2026: this Christmas is set to be opulent, emotional and delightfully animal-inspired.

Alongside inspiring design, sustainability and practical innovation continue to play an important role. Stunning Christmas baubles made from recycled glass by Inge Glas prove that style and sustainability go hand in hand, while Goldina's gift ribbons, complete with gold foil detailing, are fully compostable. Decorating is also becoming easier thanks to an innovative new string light system from Krinner. Multiple shorter sections connect magnetically, making the lights easy to install, adaptable to different tree sizes and – best of all – completely tangle-free.

Festive Opulence

In 2026, Christmas trees will sparkle with lavishly decorated glass ornaments that shimmer and shine from every angle. Sophisticated colour palettes feature elegant shades such as cream, wine red and burgundy, beautifully paired with gold, black and metallic finishes to create a luxurious festive atmosphere. Richly detailed designs range from intricate decorative patterns and pearl embellishments to gold leaf finishes and colourful motifs. Premium candles with delicate gold-dust finishes and radiant metallic surfaces add refined highlights, perfectly complementing this luxurious aesthetic. The same sense of extravagance extends to gift wrapping. Exquisite papers and ribbons with elaborate designs transform even the smallest presents into eye-catching gifts.



As much sparkle as the festive season deserves (left to right): Handcrafted bauble (Krebs Lauscha), contemporary gold accents (Shishi), Australian Christmas inspiration (Christborn), high-gloss candles (Wenzel Kerzen), recycled-glass ornaments (Bauble and Perfume, Inge Glas), festive gift wrap (both gifts, Sadoch),

Cosy Christmas

The cosy Scandinavian style, with its light natural tones, has become a firm favourite in festive decorating. For 2026, this clean, understated look receives an irresistibly soft update. Faux fur, feathers and wool feature throughout an endless variety of tactile decorative elements that evoke warmth and comfort. Among the season's standout accessories are cloud-soft stars made from plush fabrics, knitted textiles and faux fur, perfect for creating an inviting atmosphere. They are complemented by the ever-popular Christmas gnomes, complete with irresistibly soft beards and fluffy bows. Velvety flocked finishes transform nutcrackers and deer into wonderfully tactile decorative pieces. Adding an even lighter touch, feather Christmas trees create an ethereal festive ambience, while traditional glass baubles are given a cosy makeover with knitted appliqué details.



Simply made for snuggling up (left to right): Feather trees (Gehlmann), plush gnomes and bows (Boltze), candles with tactile finishes (Wenzel Kerzen), cushion tree (Posiwio) and pom-poms (AM Design)

The Dachshund Takes Centre Stage

After quietly stealing the spotlight last year, the dachshund becomes an essential Christmas motif in 2026. The much-loved little dog appears everywhere, from festive figurines to Christmas tree ornaments. It is reimagined in countless styles: crafted from mouth-blown glass, woven from straw or made from knitted fabric, felt or wood – often dressed in scarves, woolly hats, sunglasses or even full ski gear. The faithful companion also finds its place as a charming candle holder and, naturally, features prominently on gift wrap and ribbons, making it one of the season's most playful festive icons.



Animal companions! The dachshund comes in all manner of festive designs this Christmas. (left to right): statement décor (Werner Voss), Christmas tree ornament (Christborn), candle holder (Gift Company), wooden gift tag with scarf (Good Old Friends), winter outfit (Hoff Interieur), and festive gift wrap (ZÖWIE)

Next trade fair dates:

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre.

Ambiente/Christmasworld:	29 January to 2 February 2027
Creativeworld:	29 January to 1 February 2027

Note for journalists:

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