

Dobbies unveils highly anticipated Christmas 2024 themes

Dobbies, the UK's leading garden centre, has unveiled its highly anticipated Christmas decorating trends for 2024, showcasing the festive possibilities for homes and gardens of all styles.

With great value options, as well as indulgent treats, Dobbies has everything you need to create a magical Christmas, whether that's inside or outside the home. From doorstep décor and twinkling outdoor lights, to real and artificial trees, to beautiful baubles, homewares, houseplants, and gifting options for the whole family, Dobbies is a one-stop-shop for all your festive needs.

This Christmas, the garden centre has dreamt up five brand-new decorating themes, giving customers fresh inspiration on how they can enjoy the most wonderful time of the year.

From a traditional Christmas full of heart in **A Festive Tale**; an elegant celebration of opulent tones with a modern twist in **Classic Noel**; a natural blend of the beautiful outdoors and cosy interiors in **Magical Woodland**; to **Snow & Sparkles** which takes inspiration from snowy landscapes and frosted tones; and a showstopping celebration of joyful colour and fun in **Colour Pop**, the choices are truly endless.

Speaking about the new themes, Dobbies Garden Centres' Christmas Buyer, Anna Service, commented: *"This Christmas, our themes are here to inspire you to embrace the joy of the festive season, with collections that will evoke memories of Christmases past and excite you for this year's celebrations. Whether you're looking to add a touch of cheer with classic Christmas characters, give traditional décor a modern upgrade, or embrace the beauty and wonder of the outdoors with natural foraged elements, we have something for every style."*

"A Festive Tale and Classic Noel showcase Dobbies' range of traditional Christmas decorations with a unique twist to complement a variety of interior styles."

"Championing garden living is important to Dobbies, and our Magical Woodland theme celebrates this, combining natural elements with warm tones to bring the outside in while maintaining a warm overall vibe."

"My personal favourite this year is Snow & Sparkles, with the popular frosty look given an upgrade with eye-catching pops of peach and lavender."

"And if colourful, eye-catching interiors are your thing, our maximalist Colour Pop theme will allow you to sidestep tradition and adorn your home in a festive kaleidoscope of colours, guaranteed to bring joy."

"While the Christmas tree remains a cornerstone of celebrations, this year we've expanded our offering to include great value decorations for different areas of the home and spaces of all sizes. Doorways, dining spaces, hallways and patios are put on display, with alternative decorating ideas that will allow people to sprinkle Christmas cheer throughout all their home and garden."

The trends unwrapped

A Festive Tale

A theme that puts cherished family moments at the heart of celebrations, A Festive Tale is a traditional, joyful theme, with a nod to Scandi simplicity bringing in a modern update. Lush green foliage and a refined colour palette of reds, greens and neutrals set the tone for a theme full of heart and classic Christmas moments. Holly and ivy on the mantle, hot chocolate and mince pies, and loved ones gathered around the fire are the inspiration for this happy and heartwarming theme.

Classic Noel

An upgrade on the classical Christmas we all know and love, Classic Noel combines rich tones of red, plum and violet with modern grey for a contemporary twist. Jewelled baubles and decorations adorned with sequins give this elegant look an opulent flair and evoke festive memories of decorating the tree while warm scents of cinnamon and cranberry fill the air.

Magical Woodland

Inspired by the enchanting time when autumn meets winter, Magical Woodland embraces the beauty of the outdoors, and cosy moments tucked up around the fire. Organic, earthy tones are given a natural warmth through hues of apricot and dusty pink, enriched by luxe velvets and faux fur. Outdoors, the winter garden allows for festive foraging, encouraging people to collect mushrooms and winter florals to enhance their whimsical woodland scene.

Snow & Sparkles

A dreamy theme full of twinkling stars and snowy landscapes, Snow & Sparkles fuses whimsy and glamour for a theme that's as stunning as it is magical. Midnight and sky blues sit aside pops of peach and lavender to give this cool theme a soft touch. Silver, white, and iridescent tones create a snowy effect, with glittering beads and sequins giving the theme a frosted look and feel.

Colour Pop

A multicoloured theme that embraces the fun-loving spirit of the season, Colour Pop is maximalism meets merriment, with a sprinkle of playful festive moments in between. Bold and vibrant tones of the rainbow come together for a party-ready look that will uplift any space and inject colourful cheer. Think retro multicoloured lights, contemporary hanging decorations and novelty baubles for a Christmas that's full of character and flair. Colour Pop will feature in a limited selection of stores.

To explore Dobbies' Christmas collections for 2024, visit [Press Loft](#) / [PR Shots](#).

Find out more at www.dobbies.com.

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Notes to editors

For bespoke commentary, to request samples, or for more information, please contact dobbies@framecreates.co.uk.

Visit [Press Loft](#) and [PR Shots](#) for AW and Christmas 2024 imagery from Dobbies.

About Dobbies

Dobbies was founded in 1865 by James Dobbie and is headquartered near Edinburgh.

It is the UK's leading garden centre retailer, with 3,800 colleagues and 77 stores, including six little dobbies.

Dobbies shares its passion for gardens and plants through own brand and branded products, concession partners and services. Many stores also feature a restaurant or coffee shop, where customers can enjoy refreshments or meals in a relaxed and welcoming environment.

Dobbies champions garden living all-year-round and offers a calendar of events and experiences that bring people and communities together.