

A&H | MFG WORLDWIDE



HOLIDAY 2024

Gilded Glamour

Comfort & Joy

What's Trending



Packaging is not just a cover for your product,
it tells your brand story.

— A&H Worldwide

Overview

HOLIDAY 2024



Ornate

Maximalist

Sophisticated

As the year comes to an end, consumers are looking to indulge and celebrate but also to unwind, relax, and decompress. Similarly to what was seen for the fall/winter season, Holiday 2024 is characterized by grounded, rich, color palettes and nature inspired patterns that bring a sense of comfort as well as a level of sophistication. This season, we invite you to celebrate the spirit of sentimentality, togetherness, and grounded luxury with our 2024 Holiday Trend collections.

Overview

HOLIDAY 2024



This season, we have sought to elevate the unboxing experience by meticulously crafting packaging layers that mimic the charm of a hand-wrapped present as well as keepsake pieces that will be cherished long after the holiday season. By creating packaging that is both visually appealing and sentimental you're not just providing a product, but also a heartfelt experience that will leave a lasting impression on new and returning customers alike. This adds immense value to your product and can contribute to increased customer loyalty and positive association with your brand. Thoughtfully designed packaging conveys a message that the brand cares about the customer's experience and wants to make it memorable.

Gilded Glamour

HOLIDAY 2024

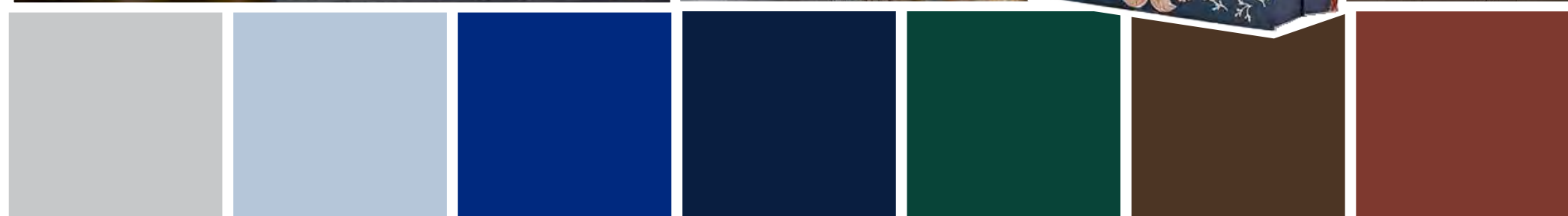


Modern

Elegant

Glimmering

Ornate metallic detailing is the highlight of **Gilded Glamour**. This trend features deep blue and green backdrops beautifully adorned with mixed metallic stars and snowflakes. Lush velvet, satin ribbons, and glitter are used to add lavish texture and capture light, creating a dazzling visual effect. Elegantly simple geometric silhouettes bring an ultra-modern flair and allow intricate details to shine.



Gilded Glamour

CORE COLORS



PMS Cool
Gray 3C

PMS 537C

PMS 2748C

PMS 282C

PMS 3308C

PMS 2322C

PMS 7594C

Gilded Glamour's minimalistic palette features an array of icy blues that serve as an elevated canvas for dazzling metallic detailing. Blending various shades of metallic foils atop these luxe shades creates visually stunning dimensional patterns with a touch of modernity. The frosty foundation of this palette, is balanced by the incorporation of earthy pine and wood tones. You'll find these shades used throughout tonal prints and textured materials that give this glamorous trend a sense of grounded luxury.

Glided Glamour

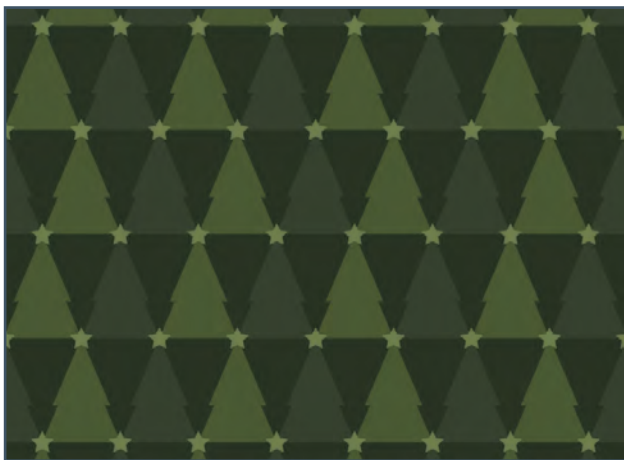
TRENDING PATTERNS



Snowflakes



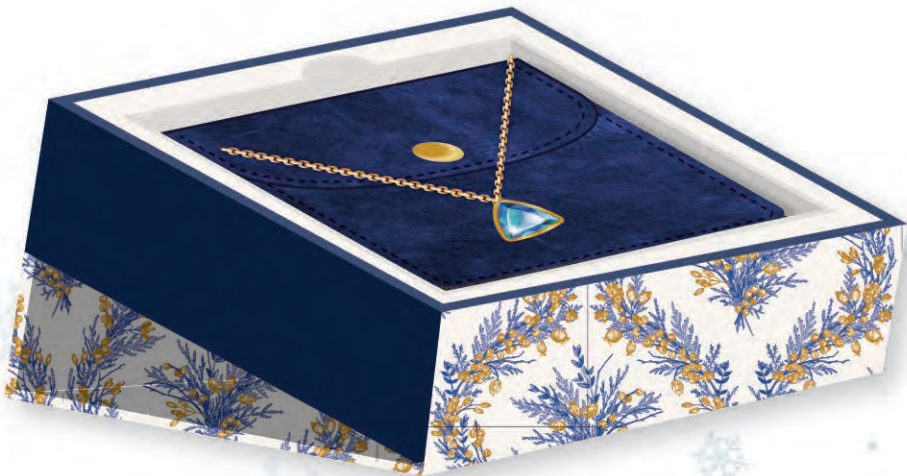
Stars



Tonal Trees



Marbling







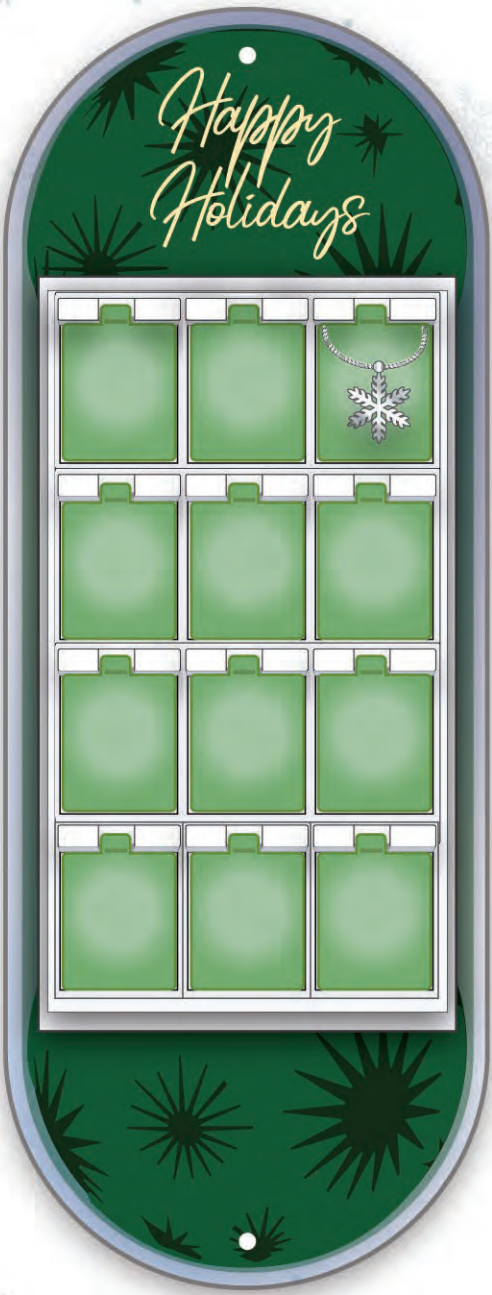












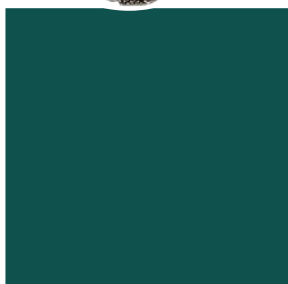
Comfort & Joy

HOLIDAY 2024



Nostalgic
Charming
Bohemian

Take a stroll down memory lane with **Comfort & Joy**. This trend is an artful fusion of sophistication and playfulness that perfectly captures the essence of the holiday season. Intricate blooming florals and vintage paisley patterns are enhanced by materials like crushed velvet ribbon, pom-poms, and felt to add a touch of luxury and tactile allure while maintaining the charm of a hand-wrapped gift. **Comfort & Joy** is an inspired design choice for brands looking to create a sentimental vibe that celebrates the spirit of giving.



Comfort & Joy

CORE COLORS



PMS 221C

PMS 1807C

PMS 4053C

PMS 4215C

PMS 330C

PMS 294C

PMS 518C

Comfort & Joy's color palette draws inspiration from a holiday harvest, evoking a sense of warmth and abundance. Winterberry reds, pine green and the rich hues of sweet figs are blended effortlessly into nature inspired patterns and highlighted with gold metallic details. This collection of colors is designed to ground us in the present while simultaneously paying tribute to the past and inspiring hope for the future.

Comfort & Joy

TRENDING PATTERNS



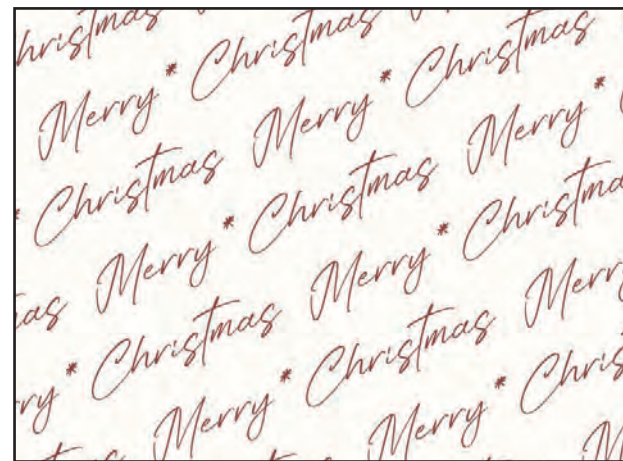
Paisley



Blooming Florals



Vintage Baubles



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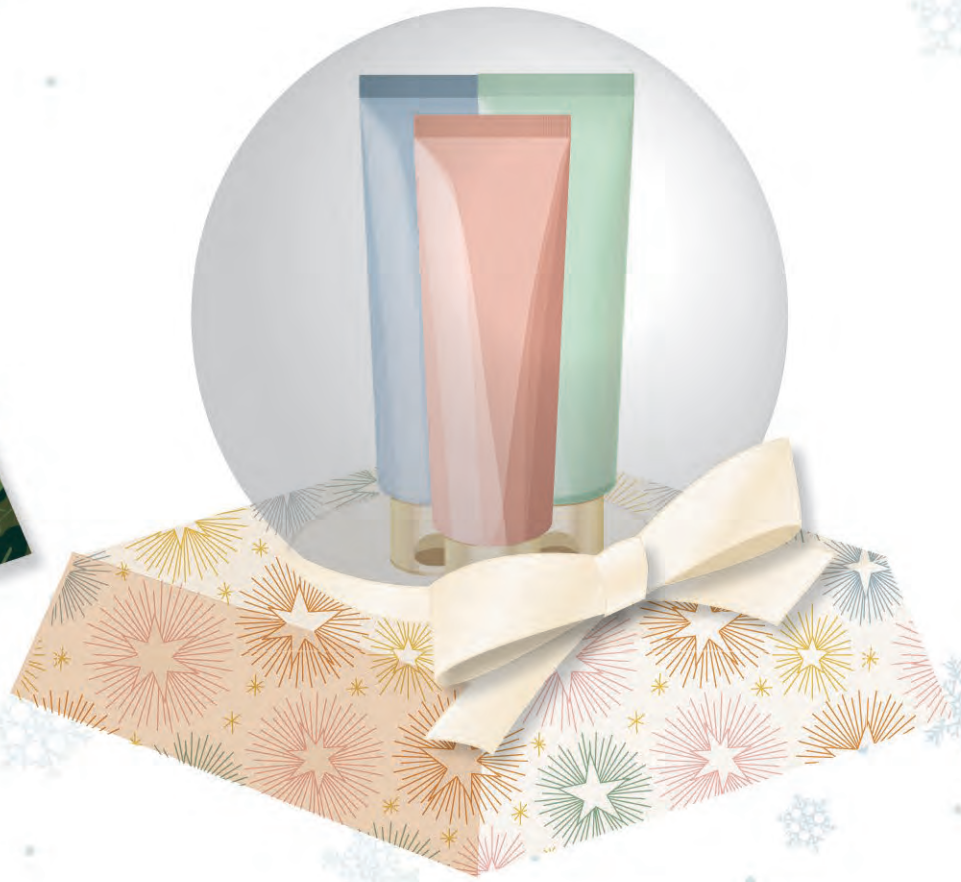








Merry Christmas
Jewelry Set
4 pieces





One Size

Comfort & Joy

FAUX-FUR EARMUFFS



Comfort & Joy



FAUX-FUR EARMUFFS







Common Themes

HOLIDAY 2024



While each of these trends boast ornate patterns and intricate detailing, their rich and grounded color palettes offer a calming simplicity- the perfect balance between sophisticated and playful, exuberant and classic. Whether your vibe is comforting nostalgia or ultra-modern glam, a similar sentiment remains at the core of 2024's holiday season, celebrating the spirit of togetherness.

We're excited to show you our new
2024 Holiday
Trend Program!

We're Here to Help!

For more information on how you can incorporate these trends into your product packaging, please give us a call at **401-943-5040**

or email **info@aandhworldwide.com**.

Be sure to visit us online at **www.aandhworldwide.com**