

2026 HOLIDAY TRENDS

The right design trend can turn a standard promotional item into a gift people actually want to keep. The following pages showcase this year's top design trends to help elevate your gifting strategy. From rich jewel tones and metallic accents to sustainable materials and minimalist branding, these styles are shaping what recipients want to see under the tree. The pages ahead break down each trend and offer practical ideas for weaving them into your holiday programs — whether that means a curated gift set, a branded stocking stuffer, or a statement piece that anchors a larger package. Use these as a starting point to build gifts that feel current, thoughtful, and true to your brand.



Woodland Whimsy & Botanicals

#30170



#1939



#30167



#55260



#7192MUG-
COCOA



#99015



Nostalgic Vintage

#55790



#550432



#30174



#25343



#20096



Stock Designs Shown: Happy Holidays 175, 176 & 177



Velvet Royale

This year, bring Old-World opulence to promotional gifting with Velvet Royale – a design trend that transforms everyday swag into statement pieces worthy of a winter ballroom. Think deep rich burgundy warmed by champagne gold and antique bronze accents, for a finish that feels rich, regal, and unmistakably premium. Applied to corporate gifting, Velvet Royale elevates your branded items from forgettable to unforgettable, giving clients and employees a gift that feels less like swag and more like an heirloom.

#1948



#30171



Side



#1224P

#5536



#99014



Celestial Glamour

For clients and teams who appreciate a little magic, Celestial Glamour brings cosmic elegance to your promotional swag lineup. This trend pairs moody midnight palettes — navy, indigo, and deep sapphire — with shimmering gold and silver accents, evoking a starlit sky dressed up for a night out. Constellation patterns, crescent moons, and shooting stars replace traditional holiday motifs, giving your branded items a distinctive, elevated feel that stands out from the usual red-and-green lineup.

#1942



#25629



#30172



#58163



#95202



#8038

Card Stock Design Shown: Happy Holidays / Cheers #000118

Stock Designs Shown: Happy Holidays 178, 180 & 183