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Holiday Guide 2004

Deck the Halls



Holiday decoration sales topped \$14.1 billion in 2003. Christmas decorations were responsible for \$7.6 billion of these sales and the figure is predicted to be even higher in 2004. Over two-thirds of U.S. households will purchase new holiday decorations this year. Obviously, getting ready for the holidays is a serious business.

Why do people take holiday decorating so seriously? The answer lies both in the present and in the past. Decorating for the holidays helps people get in a festive mood. It helps folks feel like celebrating. And, it recalls past holidays from days gone by, evoking a feeling of comfort and happiness into these special memories.

When it comes to decorating for the holidays, this year it's all about simple elegance. Think less is more. Soft lighting provided by fragrant candles of varying heights is a must. Garlands and braided ropes are hot, especially on stairways and entrances. Swags and ribbons over doorways are popular. Live poinsettias are making a comeback. (But, be careful and keep these plants away from children and pets!) The "in" colors this year are burgundy and deep greens in shades of hunter and emerald. Gold is the top accent color, followed by white and silver. Angels are highly regarded both for their spiritual symbolism and their holiday festiveness. Angels are the number one tree topper this year and are also finding favor as table toppers, not just in dining rooms, but in formal areas, such as living rooms and foyers. Mistletoe is a must-have for archways in your home.

Decorating for the holidays can be fun. If you don't like to shop "in person" you can surf the Internet for your holiday needs. However, most people say they like to pick out their holiday decorations in the store, because it helps them feel festive. There are lots of shops in our area that offer many choices for holiday decorating. Additionally, there are numerous gift, home, and specialty stores located in area malls, outlet centers, and shops, both on the island and in the Bluffton area, which offer exciting items that will lend a special holiday flair to your home.

Bowls of wonderfully scented holiday potpourri will be found in many homes this year, along with Nativity sets, which are extremely popular this year, even as play sets for young children. Likewise,

