

PRESS RELEASE

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FOR IMMEDIATE RELEASE

DECOREX DECKS THE HALLS

A South African Christmas means sunblock and bare feet, cold beer and hot coals... and, of course, the obligatory paper crown firmly adhered to a sticky forehead. The pine branches sprayed with fake snowflakes, the glasses of spicy gluhwein, the chestnuts roasting on an open flame and all the other trimmings of a European Christmas are jarringly out of kilter with sunny-season festivities. For this reason, the curators at Decorex SA have compiled five warm-weather festive décor trends, allowing you to enjoy a hot-climate Christmas with a South African flair.

Trend 1: Beachcombing bling

Seashells, driftwood and polished pebbles simply beg for a place on the shore-chic festive table. Toss the tinsel and, instead, scavenge the seashore for the discarded homes of marine molluscs to use as ribbon on your tree or as table embellishments. Add pearlescent oysters, mussel shells, pastel-pink clams and chalky-lime urchins to a wreath tied from weather-worn sea scrub. Half-fill glass globes with sea sand and insert pretty periwinkles and cowries to create tiny sea-inspired ornaments for hanging from the branches of a whitewashed wooden tree. Or lay a gnarly log of driftwood across the table and insert pillar candles between its sinuous curves. The smooth surface of sea pebbles are easily inscribed with the use of a white pencil or silver marker pen to become rustic stand-ins for traditional place-name cards. Let the delicate hues of the oceans speak for themselves – whatever you do, resist the urge to pick up the can of glitter paint.



Photograph: completely-coastal.com



Photograph: digsdigs.com

Trend 2: African edge

Look beyond the prevalent bead when planning a celebration fit for the Mother Continent. Turn a table into a talking point with bold Ndebele and shweshwe prints in all the audacious hues of the rainbow nation. Sculptural bouquets of proteas and pincushions, strelitzias and agapanthus will bring the vibrant vermilions, shocking fuchsias and moody mauves of the indigenous landscape into your African inspired festive scheme. Proudly South African Console solar jars filled with silver baubles are a stylish eco-alternative to electric lighting and, when it comes to the tree, forgo the fir in favour of wire, its branches simply adorned with strings of tiny blinking globes. Artisanal hand block-printed papers adorned with corseges of indigenous red berry will ensure your gift-giving is all wrapped up, while, on the table, a wreath of deep scarlet sun-ripened tomatoes, fragrant green basil leaves and snow-white buffalo mozzarella puts the fruits of the summer garden onto the plate.



Photograph: jacksonandperkins.com



Photographs: lucysaysido.com

Trend 3: Safari celebration

Black and white, tan and taupe may not be your habitual Christmas colours, but they lend a graphic edge to bush-inspired festivities. When combined with earthy textures and raw materials, like natural cotton, wood, stone and concrete, the well-considered use of animal print – on napkins or runners, for instance – will lend a smart masculinity to a celebratory scheme. Tap into a global trend by seeing these prints in the same way you would the dark outline of a drawing – as an anchoring frame, and not an all-over treatment. Use seedpods and dried gourds in place of the customary pinecone and fashion simple wreathes from pliant twigs or plaited grasses. Bouquets of porcupine quills form quirky mantelpiece adornments while a branch of thorny sun-bleached acacia takes first prize as a tree. Raffia, hemp, natural twine and all the paraphernalia of traditional basket weavers lend a handmade authenticity to gift-wrapping and festive fare served from hand-hewn calabashes and baskets completes the look.



Photograph: decordots.com



Photograph: decorazilla.com

Trend 4: White hot

Still dreaming of a white Christmas? Cool things down in sizzling December with an all-white scheme, overlaid with the iridescent shimmer of pearlescent baubles, reflective crystal and flickering candlelight. Haul out the good silver when dressing the table and hang strings of pearls where you would otherwise have done the tinsel. Beaded silver angels, origami snowflakes and mirrored stars will add delight to the tree, while vases of iceberg roses signal the last word in table elegance. Pair starched linens with lightweight voiles to keep the look easy-breezy and well suited to a southern-hemisphere celebration. Make a feature of your mantelpiece mirror with a frame of white fairy lights and bring a touch of Nordic simplicity to the front door with a white paper wreath. Stick to the white theme when wrapping your gifts, adding silken organza ribbons in delicate pastel hues to convey that lustrous oyster-shell effect.



Photograph: notonthehighstreet.com



Photograph: letstalkmommy.com

Trend 5: A taste of the tropics

Zesty citron, blocks of oceanic blue and vivacious coral pink are the season's hottest hues and who says they can't shine at Christmastime? Summery daisy yellow underpins a retro-funky scheme when used with plenty of balancing white – think canary coloured napkins with white candles, the dark silhouettes of pruned fruit-tree branches adorned with acid-yellow bowties or paper butterflies. Fill glass baubles with multicoloured jellybeans and hang from the tree for a touch of tongue-in-cheek fun. Alternatively, plumb the inky depths of the ocean for the palette of your blue scheme, which can comfortably span the spectrum, from cobalt and cerulean to turquoise and aquamarine. However, to pick up on the current lust for blue blocking, restrain each shade to just one ensemble – sapphire, say, exclusively for the table and indigo just for the tree. For a blushing pink Christmas, choose a warm coral smartened up with accents of deep navy or marsala – think cheeky coral table linen paired with classic blue-and-white Delftware and the branches of burgundy hued Natal plum as a centerpiece.



Photograph: style-edition.squarespace.com



Photograph: trendhunter.com

decorex¹⁶ durban

For more inspired ideas on how to decorate using the season's biggest trends, don't forget to diarise Decorex Durban, which kicks off on 18 March 2016 and runs for four days, until 21 March 2016, at the Durban Exhibition Centre. For more information, visit www.decorex.co.za.

Decorex SA details:

Decorex Durban: 18 – 21 March 2016

Time: 18 – 20 March, 10am to 8pm; 21 March, 10am to 6pm

Ticket prices: R75 for adults; R65 for trade, pensioners and scholars; R20 for kids under 12

Venue: Durban Exhibition Centre

For more information, e-mail decorexsa@ThebeReed.co.za

Visit: www.decorex.co.za Facebook: Decorex SA Twitter: @decorexSA

Decorex Durban forms part of the Decorex SA portfolio and is owned by the Thebe Reed Exhibitions.

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About Thebe Reed Exhibitions

Thebe Reed Exhibitions is a joint venture agreement between Reed Exhibitions, the world's leading events organiser and part of RELX Group, and Thebe Tourism Group Pty Limited, South Africa's oldest black-empowered tourism group. Reed Exhibitions brings over 50 years of experience in developing, marketing, selling and organising exhibitions, events, conferences and meetings. We enjoy connecting businesses with their markets by helping them leverage events as a cost-effective marketing tool.

www.ThebeReed.co.za



About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 43 countries. In 2014 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

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Contact (not for publication):

Marisa Ravenscroft

on behalf of Decorex SA

Telephone: 082 595 9501

Email: marisa@littleblackbookpr.co.za