

## **Non-Traditional Christmas Decorations Now Preferred by More than Half of Consumers**

Atlanta, Ga, December 11, 2015 -- More than 2,000 people from across the U.S. participated in a nationwide survey to identify the latest Christmas decorating trends, including preferences on style, lights and color themes. Only 47% of consumers chose decorating styles considered traditional, which means the majority of consumers are now exploring new ways to decorate for the holidays.

“Outdoor Christmas decorations and lights are seeing a resurgence of themed color combinations like red and white candy cane styles and new decorating options like laser Christmas lights are very popular in red and green themes,” says Frank Skinner, Director of Marketing for Christmas Lights, Etc. “Indoor Christmas decorations are using more LED Christmas lights with newer whites and bolder colors and a large percentage of consumers are doing theme-specific styles based on fashion and home decor trends.”

The "Consumer Views of Christmas Lights, Trees and Decorating Report" also identified the top Christmas colors and the top color may surprise many because it's not actually red. 78% of consumers incorporate white in their Christmas decorating ideas with red coming in a close second at 77%. Green was selected by 69% of consumers followed by blue at 53%. Gold and silver came in at 35% and 28%, which reinforces their use as accent decorating colors only.

“We’re seeing a renaissance in Christmas decorating styles,” says Skinner. “More people are experimenting with different ways to express their holiday creativity. They have access to more Christmas decorating ideas than ever before and they’re incorporating them into newer design styles to make their holidays unique and memorable.”

Over 14% of consumers say they've decorated using a whimsical/fun style for Christmas. Just under 5% self-identified their style as American rustic while 7% chose styles like patriotic, coastal/beach or Southern chic. Notably, nearly 17% of consumers say they have their own style, which illustrates that decorating for the holidays can showcase people sharing their Christmas spirit as well as their individual creativity.

Christmas Lights, Etc is the most shopped online Christmas lights store in America and routinely engages in customer research nationwide. Highlight findings from the Christmas trends report are available for free at: <http://www.christmaslightsetc.com/christmas-trends-report.htm>

### **About Christmas Lights, Etc.**

Christmas Lights, Etc was founded in 2000 and is the most shopped online Christmas lights store in America featuring thousands of quality lights, trees, greenery and decor. Christmas Lights, Etc is a three-time INC. 5000 company, an ENERGY STAR partner and a supplier of residential and commercial Christmas lighting, Christmas decor and Christmas trees.

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