

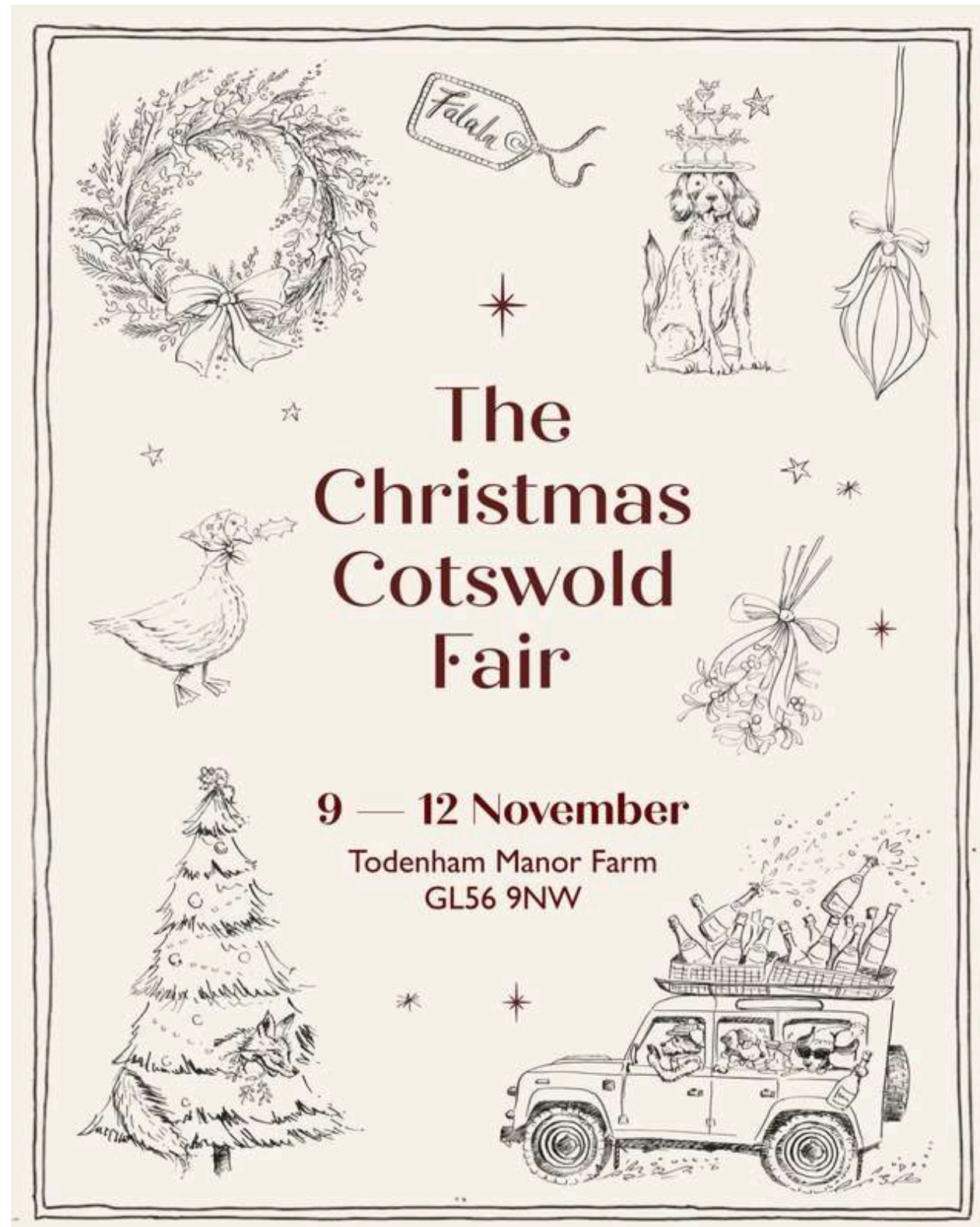


The Christmas Cotswold Fair

Stallholder Styling & Creative Direction Guide

November 2026

Creative Direction



As we enter our 41st year of the Fair, we have embraced a mini makeover in recent months to take the Fair into our next chapter.

It is wonderful seeing the new identity come to life both online, in print and very soon when we open our doors in November.

Naturally we want our sponsors, partners and every brand to retain their own identity but the colour, lighting and styling direction that follows in this Style Guide will allow us all to belong in the same Christmas Cotswold Fair ambience.

It's a feeling...timeless, warm and considered.

The Art of a Cotswold Christmas



We want visitors to feel that they are walking through a carefully curated collection of beautiful independent brands, rather than a row of unrelated trade stands.

The atmosphere should be festive but not overly themed, luxurious but not intimidating, and traditional with a fresh, modern edge.

Think a bumper Christmas edition of House & Garden coming to life before your eyes!



Our Colour Palette



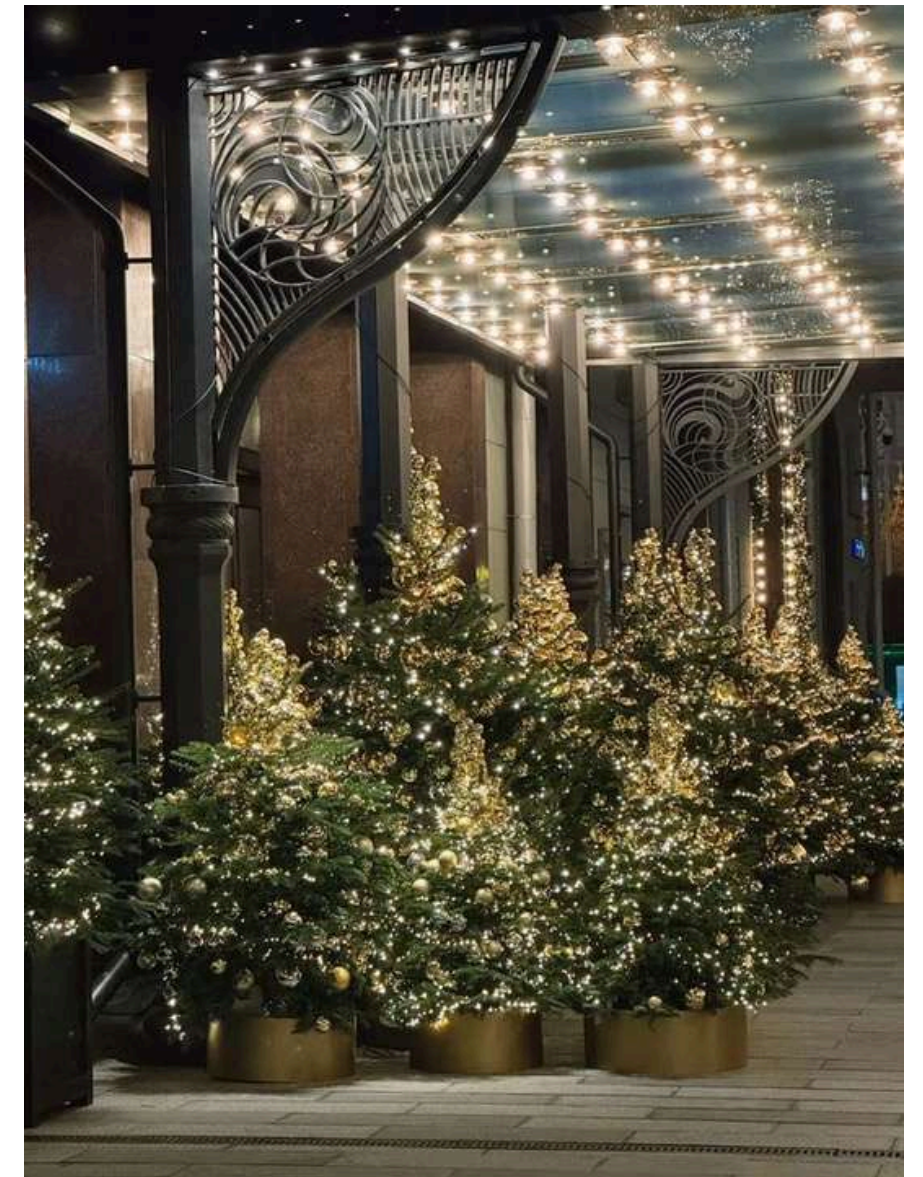
Our colour palette consists of six colours including deep shades which contrast with more muted, paler shades and an accent of antique gold.

The primary colour is the Cranberry and Cream shade.

The aim of following a colour palette is to encourage a consistent overall atmosphere and cohesive visual experience, allowing variation to make it colourful and interesting.



Real Twinkly Trees



We are delighted to be working with Warwickshire Christmas Trees again this year and a neutral theme for dressing trees continues.

We kindly ask you to refrain from decorating or dressing trees as we want to create a uniformed, simple and effective feeling with the glow of the lights hidden in the pine needles.

Real trees with warm white lights only.

Lighting



Our aim is for the lighting to create warmth and atmosphere, while allowing the space, brands and products to stand out.

Warm white lighting only.

Keep lighting consistent in colour temperature.

Add small lamps or illuminated displays elements where safe and practical.

Please avoid: harsh blue-white LEDs, exposed bright bulbs, coloured flashing lights, excessive fairy lights and dark stands where products are difficult to see.

Any electrical equipment, candles or battery-operated lighting must comply with the venue's safety rules. Use LED candles rather than naked flames unless expressly authorised.

Styling Materials & Decorative Details



We encourage natural textures, considered layering and quality finishes.

Natural foundations - linen, cotton, wood, stone, ceramic, textured neutral fabrics.

Festive details - evergreen, understated seasonal greenery, velvet, subtle metallic accents.

Thoughtful display - explore heights, risers, plinths and groupings of products that make your stand visually interesting.

Natural Christmas - foliage, dried cones and seasonal references used sparingly.

The objective is not to make every stand look identical. It is to encourage us all to think like a stylist: edit, layer, create focal points and give products room to shine.

Stand Styling



Edit, don't overcrowd

Display a considered selection rather than every item. Allow spacing around hero / bestselling products, often less is more.

Create height and depth

Use plinths and risers to create impact and engage with customers eyelines.

Considered signage

Avoid too much promotional material, let your products do the talking. Keep any signs clear and well-designed for ease.

Hide the clutter

Please conceal boxes, bags, cables and packaging, ensuring the stand is polished and visible throughout the show

What to Avoid

To protect the overall look and feel of the Fair, please avoid:

- Bright primary-red-and-green decorations used in excess
- Tinsel, plastic garlands and novelty Christmas decorations
- Cold, blue-toned lighting or multicoloured flashing lights
- Cheap-looking plastic tablecloths or visibly unfinished display furniture
- Overcrowded tables with little visual hierarchy
- Too many different fonts, signs or promotional messages
- Branded plastic bags, stock boxes or personal belongings visible to visitors
- Overly rustic styling that feels distressed, cluttered or themed rather than refined

Traditional Christmas colour and playful styling are welcome where they suit a brand's products. The key is to use them with intention and restraint.

Stallholder Checklist

With a busy few weeks ahead bringing everything to life, here are some thoughts to keep front and centre...

- My display uses considered colours and complementary materials
- My lighting is warm, suitable and venue-compliant
- My products are grouped, layered and easy to browse
- My signage is clear and visually consistent
- Stock, packaging, cables and personal items are concealed
- I have incorporated seasonal details where appropriate, without overcrowding
- My stand looks polished from the visitor's viewpoint and from the aisle
- I love my stand!

This year we will be working with the team who captured our recent campaign, the brilliant photographer, Sarah Frances Kelley, and videographer, Freddie Jewson, to capture the Fair, we want everyone's stands to shine.



The Christmas Cotswold Fair

Thank you

We can't wait to see you very soon!