HOLIDAY

We help create a warm and welcoming home where favorite memories are made

The Hallmark brand helps people create caring, connected lives full of meaningful moments—and nowhere do those moments happen more than in our homes. Our brand new home collections help consumers create a space that feels warm and welcoming, a place everyone wants to gather, celebrate and make memories together. Our design range offers something for everyone and gives consumers creative ways to help their home reflect their personal style, beliefs and life. Most of all, our Hallmark home collections make it fun and easy to decorate year-round—from adding festive touches at the holidays to transforming spaces to making every day something to celebrate!

Celebration
Creative
Fun
Welcoming
Festive
Seasonal
Timeless
Holiday
Trusted
Joy
Connection
Cozy
Comfortable
Inspiring
Artful

HOME...

It's where we gather, celebrate, recharge and dream. It's where our favorite people are and where our best memories are made. It's the one-of-a-kind place where our stories are written...and **Hallmark is here to help make your home uniquely yours.**

From celebrating the seasons to making gatherings more memorable, and from creating welcoming places to favorite, cozy spaces, we're here with all the unique, creative and meaningful ideas, inspiration and products you've come to expect from Hallmark. After all, there's no home like yours.

- Ages 25 to 55 years old, with a focus on those in their mid-30s to mid-40s
- Family-oriented consumer who prioritizes creating a cozy home
- Appreciates products that evoke a sense of nostalgia and tradition
- Values quality and willing to pay a premium from trusted brands
- Seeks premium home goods that offer practical luxury, durability, and style
- Drawn to products that make their daily routines easier and more enjoyable

Bedroom:
Comforters, sheets, quilts, coverlets, blanket, decorative pillows, throws

Bathroom:
Shower curtain, bath rug, bath accessories and bath towels

Kitchen:
Kitchen textiles (towels, pot-holders, oven mitts and aprons) kitchen mats, coir mats, kitchen sets (textiles and cookie cutters/cutting board etc)

Living Room:
Wall hangings, decorative wall art, decorative pillows and throws, floor coverings, scatter and area rugs

Outdoor:
Coir mats and throws

Dining
Tablecloths, Napkins, Table Runners, Place Mats

Modern/Bright

Celestial

Crafted | Joy to the World

Valentine's Day

Easter

Mother's Day

Summer

Halloween

Harvest