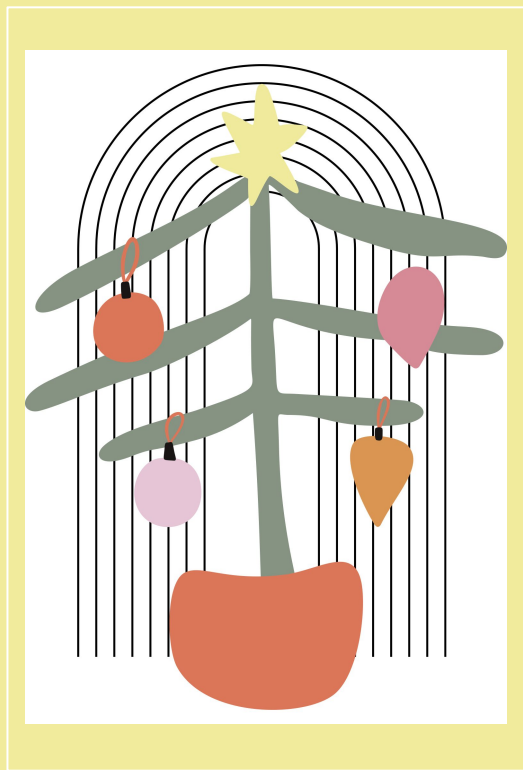


Comfort & Joy

a cultural digest from The Smithy



Comfort & Joy

Preparing for a different holiday season

To say 2020 has been a hard year is an understatement. It's been a year of loss, tremendous change, and a lot of uncertainty for a lot of people.

As the year comes to a close, with a holiday season that feels a little different, we wanted to take a look at how y'all are feeling and offer a little last minute insight as you finalize your holiday content.

Changing plans

70% of those surveyed said their plans have changed this holiday.



“

This year will see less movement outside the house, not visiting family, friends and Santa and being more creative to fill the gaps.

Age 42, Portland, OR

A holiday survey

We surveyed online communities to understand how things have changed this season for the consumer.



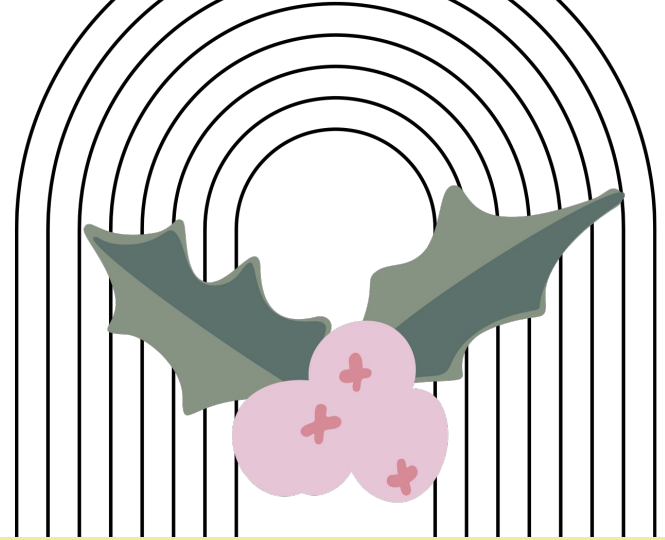
Despite change, family still priority

78% of those surveyed still plan on traveling home for the holidays, and 98% plan on spending with their family or their household.

“

**I'm a lot more festive since it's
the only thing to look forward to
in a year of uncertainty**

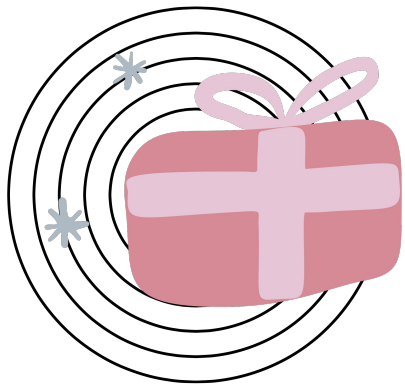
Age 29, Los Angeles, CA



Spread joy with holiday decor

80% of those surveyed will be decorating their homes this year, with 38% planning on decorating even more than previous years.





“
I want to gift
truly
meaningful
gifts, even
more so now

Online shopping remains a priority for safety and convenience

Shoppers are still planning to hit the sales this year, but only 3% plan on doing so in-store. A whopping 85% of those surveyed plan on focusing their sales shopping exclusively online.

Gift-giving still happening, but with smaller budgets

Those gifting this year are evenly split between those who have not started shopping yet and those that have, while only 8% are foregoing gifts this year all-together.

38% of those surveyed say their budgets for gifts have decreased this year.

“
I will do more
of my
shopping
online, and
earlier



To-do:

This season embrace things that **provide comfort** to your customer, and **celebrate** all that is still **joyful**.

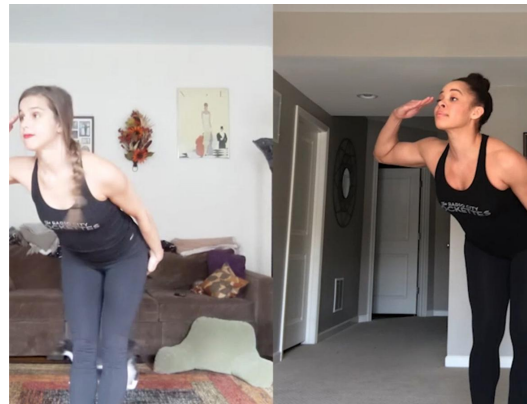
Amplify goodwill and **encourage festivity**. **Offer respite**, **reassure with nostalgia**, and **inspire indulgence**.

To-do list

VICE

Identity

How to Tell Your Family You're Not Coming Home for the



Read

Vice.com [“Hard to Say” series](#)

Lean on Vice.com to help you out of a sticky sitch - their latest piece “How to tell your family you’re not coming home for the holidays could come in useful...

Watch

The Hallmark Channel

Seriously. If you want to indulge in the most ridiculous escapism available in 2020. Hallmark Channel is it. They’ll be releasing 40 new movies this season.

Experience

[Learn to dance](#) with The Rockettes

While the Radio City Rockettes Christmas Spectacular might be canceled, you can learn how to kickline, tap, and jazzercise with the dancers via Instagram



Food & Beverage



Food for wellness can mean indulgence too

Health food has had a different meaning in 2020, mental health is prioritized over diets. Nourishing oneself looks different. How can we embrace food as comfort and not villainize indulgence, especially over the holidays?



Celebrate comfort food



Share nostalgia around recipes



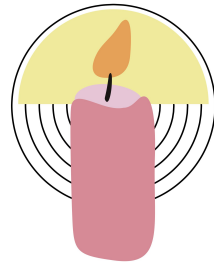
Inspire indulgence



Embracing little luxuries

In 2002 Leonard Lauder coined the phrase “lipstick index” he found lipstick sales went up despite the economic downturn. This was because lipstick was considered an “affordable luxury”. Since 85% of beauty sales happen in-store, 2020 has not seen that same uptick for the beauty industry. How can we encourage consumers to embrace the little luxury, even online?

**Beauty
& Wellness**



With gift budgets down, encourage beauty gifting as “little luxuries” on a budget



Use diverse influencers to replicate the in-store testing experience and showcase product



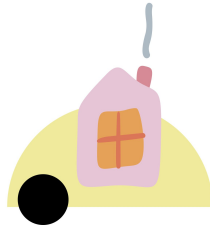
Lean in on at home comforts of DIY treatments, with easy how-to guides





Provide Local Escapism

Travel has been hugely impacted this year and many people are reeling from all the changed plans. Travel brands are in a unique position to safely offer local tourism, mini escapes and a change of scenery around the holidays, for example Ace Hotel in New Orleans is offering “Hometown” rates for locals.

Travel & Hospitality



 Provide digital access to iconic holiday happenings

 Create stay local guides to encourage at home tourism

 Promote a wellness staycation escape



Fashion & Apparel



Levis.com, Mansur Gavriel Hand-painted Monogramming

Online & Personal

Consumers had been feeling the digital fashion fatigue and craving that in person experience long before Covid-19 hit. Modern retailers were working hard to create in-store activations that turned shopping into an event. How can retailers continue to serve this consumer need online?



Replicate in-store experience with virtual styling, small brands can keep it tech-simple with Instagram Live and other native social tools

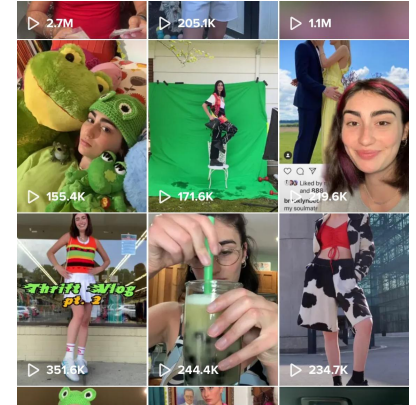
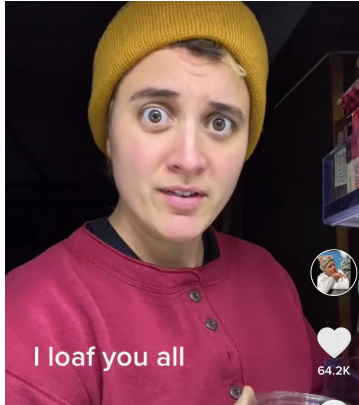


Create demand with product drops via social



Offer unique or limited edition personalizations

Influencers to watch



Hannah Breadtok

Food & Beverage

Gay icon and TikTok baker Hannah has everyone showing off their dough dumps and talking in their fridge ([link](#))

Jessica Defino

Beauty & Wellness

Jessica Defino is the anti product, beauty guru. Follow her for hot takes on the industry and natural beauty advice. ([link](#))

A Pretty Cool Hotel Tour

Travel & Hospitality

The couple turning their motel jaunts into wanderlust fodder. Perfect for those domestic escapes and road trips ([link](#))

ViennaSkye

Fashion & Apparel

Vienna recently hit 1M followers on TikTok thanks to her irreverent style and thrift shop styling challenges ([link](#))

The Smithy



A cultural strategic consultancy and content studio

[learn more](#)