

What's Trending

IN GIFT & HOME

FALL/WINTER 2025



PRESENTED BY



The Trends

Independent retailers know that the best trends don't come from a runway—they're discovered in showrooms, on the road, and through the eyes of trusted sales reps. That's the spirit behind the Reps Are Local Too Gift Guide.

This guide brings together insights from multiple top sales agencies and independent reps across the gift and home industry. Each trend featured here has been spotted, tested, and celebrated by the very people who work shoulder-to-shoulder with boutiques every day. It's a true community compilation—created for independent apparel and boutique retailers who want to stay fresh, inspired, and connected to what's resonating right now.

Inside, you'll find curated themes, standout products, and merchandising ideas designed to spark creativity and help you surprise and delight your customers. Think of it as a snapshot of what's catching shoppers' attention today, and what's bound to keep your store ahead tomorrow.



Center Court by Cathy & Co.

Deck The Halls

Add timeless charm to your holiday décor with these beautifully hand-embroidered felt wool ornaments. Handmade in Nepal by skilled artisans.

Hand-Embroidered Felted Wool Ball Ornaments

Brand: The Winding Road

Sales Agency: Tango Reps



This hand-painted flat candle is beautifully festive and slim enough to slip into a card, stocking, or gift topper, making it a truly one-of-a-kind holiday surprise.

Deck the Halls

Brand: Flatyz

Sales Agency: The Butler Group



Festive and feminine, this satin pajama set is a holiday standout. With ruffled sleeves, a velvet bow, and a playful mistletoe print, it's designed for both comfort and style. Beautifully giftable and perfect for cozy nights.

Satin Long Sleeved Ruffle PJs in Mistletoe

Brand: Bella Sleep + Spa/ Creative Brands

Sales Agencies: AND! Sales

Just Got to Have It!

The Portico Collection



Santa Baby

This festive Fuzzy Christmas Bag, featuring a helpful magnetic clasp closure and an elegant detachable gold chain strap, is an exclusive Kaleidoscope Accessories creation, part of a full line of accessories and apparel that make a boutique special.

Fuzzy Christmas Crossbody

Brand: Kaleidoscope Accessories

Sales Agency: The Butler Group



Handmade clay bead bracelet celebrates Santa's favorite stops and includes a special postcard kids can send their wishes straight to St. Nick.

Dear Santa Kids Bracelet

Brand: Jilzarah

Sales Agencies: DNA Sales

Sales Producers

SE Marketplace



Create one-of-a-kind piece for your store. The Tote is customizable and withstands wear and tear. Use this tote as an opportunity to display your logo, and when the customer comes in to shop with the tote, offer an additional discount as a token of their loyalty.

Customizable Holiday Tote

Brand: Porter Lane Home

Sales Agency: Sweet Pea Gift



Home for the Holidays

Make your holiday events memorable with the highest quality tableware and party goods from Woman-owned brand, Boston International.

Winter Berry Collection
Brand: Boston International
Sales Agencies: Fine Lines
Road Runners



Discover beautiful wood nativity sets & scenes for your religious Christmas decor.

Olive Wood Nativity Set
Brand: Logos Trading Post
Sales Agency: Diverse Marketing



Back for its second edition, the wildly popular New Yorker Advent Calendar is a top holiday gift, offering incredible value with 24 mini puzzles to enjoy each day leading up to Christmas.

New Yorker Advent Calendar 2nd Edition
Brand: New York Puzzle Company
Sales Agencies: The Butler Group
Road Runners



Scents of the Season

Nothing sets the holiday spirit like a comforting scent. Pair great fragrance with stunning vessels. Paddywax candles offers unique and beautiful holiday candles, perfect for any fall and holiday display.

Multiple Candles & Diffusers

Brand: Paddywax

Sales Agencies: Fine Lines

Just Got to Have It!

The Portico Collection

Ritz Sisters

Light a candle. Change a life. 50% of their profits help vulnerable entrepreneurs. All-natural coconut wax blend candle in a beautiful custom recycled gift box with detailed scent notes and even a wine pairing for special events.

Frosted Winter & Pine Candle

Brand: Havilah & Co Candles

Sales Agency: DNA Sales

These festive car diffusers hang on your rearview mirror (also great to hang in small spaces like a closet!) These make the perfect quick gift that's UNIQUE and fun!

Christmas Car Diffuser

Brand: Twisted Tomboy

Sales Agency: Diverse Marketing



Merry Minis

The Woobles is one of those items that retailers just can't keep in stock. With its broad-reaching consumer, these are the perfect price point for grab-and-go gift items that anyone would love to receive!

Learn to Crochet Pet

Brand:The Woobles

Sales Agency: Diverse Marketing
Ritz Sisters

The Pod Squad is a stylish, protective, and functional case that keeps AirPods safe while adding a fun pop of personality.

Pod Squad

Brand:Tech Candy

Sales Agency: J. Brandes

Mixologie Body Mist is a top holiday gift because it's a luxurious, travel-friendly fragrance option that lets you layer, mix, and create a signature scent for every occasion. Great Stocking stuffer - 2.8 x mark up, under \$25.00 gift or stocking stuffer! Perfect for ALL ages!

Moisturizing Body Mist

Brand:Mixologie

Sales Agency: J. Brandes



Gifts of Light & Love

Elegant Hanukkah collection shines with gold foil accents and hand-painted Star of David motifs in rich blue tones.

Coordinating gift bags and tableware completes the festive look, creating a beautifully cohesive celebration display

Hanukkah Star

Brand: Design Design Inc

Sales Agency: Sales Producers

Open one a day! Surprise gift, quote, and fortune for each day. Little surprises for tabletop settings or holiday presents. The spirit of Hanukkah, the Festival of Lights, is shared by all people who love freedom. Handmade by artisans in the USA.

Festival of Lights

Brand: Tops Malibu

Sales Agency: Ritz Sisters

Celebrate the Festival of Lights with a bouquet of blooming blue poinsettias, dusty miller leaves, bold blue thistles, and snow-white anemones featuring removable Hanukkah symbols. With its opulent satin bow and adorable & festive card, the Hanukkah Wishes bouquet makes a graceful addition to any space.

Hanukkah Wishes Bouquet

Brand: Freshcut Paper

Sales Agency: Ritz Sisters



Dainty Details

Shower, Swim or Exercise- Narelle Tarnish Free jewelry is guaranteed not to change colors. Priced to fly off the shelf.

Mixed Products

Brand:Howard's

Sales Agencies: Diverse Marketing

DNA Sales

SE Marketplace

An effortless gift your customers will love to give. A ceramic celestial jewelry dish with 14K gold-plated stud. This elevated yet affordable option feels personal and special. It's the kind of grab-and-go item that drives easy add-on sales.

Jewelry Dish & Stud Earring Set

Brand:Scout Curated Wears

Sales Agency: Diverse Marketing

Just Got To Have It!

The Portico Collection

Dive into personalized style with the Lotus Charm Bar! With an assortment of beautiful charms, chains, and clasps, this is a fun and playful addition to any store.

Lotus Charm Bar

Brand:Lotus Jewelry Studio

Sales Agencies: Fine Lines

Ritz Sisters

Road Runners



Polished & fresh

Thoughtful, inspirational gift, non-toxic, and perfect for mommy & me memory making. Each box includes an inspirational verse & QR code to a playlist.

Joy - Non-Toxic Nail Polish

Brand:Reminder Nail Polish

Sales Agency: NextGen Dallas

With its frosted bottle and golden details, Snowdrop is a dreamy holiday pick, blending Winterberry, Camellia, and creamy Cashmere into a soft, whisper-light scent customers will love to gift (and keep for themselves).

Snowdrop Eau de Parfum

Brand:Margot Elena/Lollia

Sales Agencies: Fine Lines

The Portico Collection

Keeping you smelling fresh and clean with all-natural ingredients and NO aluminum, baking soda, parabens or phthalates.

Jukebox deodorant

Brand:Jukebox

Sales Agency: DNA Sales

Ritz Sisters



Gourmet Goodies

A merry must-have for holiday shelves. The Cocktail Advent calendar packs 12 crowd favorite frozen drink mixes into one fun, giftable box. Ready to mix, freeze, and spread cheer.

12 Days of Cocktails Advent Calendar

Brand: D'Marie

Sales Agencies: DNA Sales

The Portico Collection

Sales Producers

Tasty jams to easily create elegant spreads for the Holidays!

Red Pepper Jelly + Sea Salt Crackers

Brand: Terrapin Ridge Farms Jams

Sales Agencies: Cathy & Co.

DNA Sales

Shake up the Holidays with these all-natural craft cocktails. Add water, spirits, and ice to shake up a cocktail quickly. Available in 21 different cocktails. Frozen drinks and mocktails are also available.

Espresso Martini

Brand: Noble Mick's Craft Cocktails

Sales Agencies: Fine Lines

Road Runners



Style Sidekicks

Wanderfull is the original stylish way to carry your water bottle & the new Leopard HydroBag makes the perfect functional, yet fashionable gift.

Leopard Print HydroBag

Brand:Wanderfull

Sales Agency: NextGen Dallas



Transform any Apple Watch into jewelry. Festive, stylish, and perfect for the season.

Christmas Apple Watch Straps

Brand:Cape Diablo

Sales Agency: Sales Producers



Touchscreen gloves with a bow—pretty in pink and perfect for the holidays.

Mia Touchscreen Gloves, Pink

Brand:Shiraleah

Sales Agency: Just Got To Have It!

The Portico Collection



furry friends

The PURRFECT Christmas Mug and coaster set from the Wrendale collection by Portmeirion.

PURRFECT Christmas Mug/ coaster

Brand:Portmeirion

Sales Agency: The Butler Group



A 6oz Bag of Holiday-Themed Soft & Chewy Training Treats that are grain-free and made with nutrient-rich superfoods. Carob, Molasses & Peppermint Flavor

Peppermint Bark Soft Chewy Trainers

Brand:GIVEPET

Sales Agencies: DNA Sales

Just Got To Have It!

The Portico Collection



Giggle all the way! These adorable treats will make the perfect holiday treat for your furry friend.

The Giggle Tree Holiday Dog Treats

Brand:Spunky Pup

Sales Agencies: Diverse Marketing



Self Care

The perfect way to restore after a night of holiday festivities! Merchandise with pajamas, robes, eye masks, or place at your cash-wrap for easy-add on sale.

Patching All The Way 2025 Hero Eye Gel
Brand: rare BEAUTY BRANDS,INC
Sales Agency: Just Got To Have It!
The Portico Collection

Aromatherapy inhalers allow you to enjoy a few mindful moments to connect with yourself, wherever you are. Each jar is filled with a unique pairing of aromatic spices and essential oils designed to stimulate and soothe your senses.

Aromatherapy Inhalers
Brand:Madison + Green
Sales Agencies: Fine Lines
Road Runners

Give your heels some love before or after those holiday parties with an instant pedicure-Honey Heel Glaze. This golden serum seals in moisture and brings rich color back to tired feet.

Honey Heel Glaze
Brand:Farmhouse Fresh
Sales Agencies: Road Runners
The Portico Collection



The Luxe Life

This signature buttery-soft knit fabric is your go to piece for all holiday occasions. One size fits most.

Coletta + Cleo Set in Ivory
Brand: Cobblestone Living
Sales Agency: Tango Reps



Dazzle your wrist this holiday with Waxing Poetic's best-selling Kristal collection. Each piece is handcrafted in Bali and sparkles with Austrian crystals.

Kristal Collection
Brand: Waxing Poetic
Sales Agency: Tango Reps



Experience laundry like never before. This formula goes beyond mere cleaning leaving your clothing and linens infused with luxury scent. Built in stain remover and fabric softener.

Blonde Laundry Detergent
Brand: Thomas Blonde
Sales Agency: Road Runners



Slumber Party

Whimsical champagne and caviar print, luxe Eco Satin fabric, and gift-ready appeal, this lounge set is a holiday bestseller in the making—perfect for customers seeking elevated, celebratory sleepwear.

**Champagne & Caviar Lavender Spritz
Rittenhouse Set**
Brand:Printfresh
**Sales Agencies: Fine Lines
The Portico Collection**

A relaxed yet polished long-term boyfriend is a best seller year after year. Contrasting buttons and piping detail on the placket elevate the simple silhouette.

Boyfriend Nightshirt
Brand:Faceplant Dreams
Sales Agency: Tango Reps

Celebrate togetherness with charming collection of family-matching pajamas. Perfect for cozy nights at home, holiday celebrations, or special family photos.

PJs for the whole family
Brand:Little Blue House by Hatley
Sales Agency: Road Runners



Head to Toe Cozy

Soft, stretchy relief for migraines and rough night recovery. Gentle cooling therapy, padded to ease tension and blocks light.

Out Cold Temp-Smart Migraine Cap

Brand:DM Merchandising

Sales Agency: Diverse Marketing

DNA Sales

Sales Producers

SE Marketplace



Buttery-soft, stylish, and gift-ready. With trendy colors and fun patterns, World's Softest Socks' Winter Collection is perfect for gifting—or keeping for yourself. The Winter Crew Fair Isle Green makes for an ultra soft & cozy top seller.

Winter Crew Fair Isle Green

Brand:World's Softest Sock

Sales Agency: NextGen Dallas

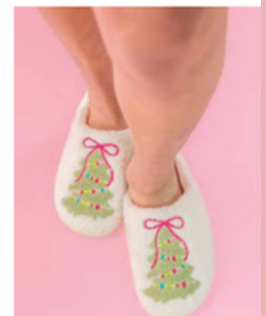


Slippers: cozy, festive, and Instagram-worthy—making them the perfect mix of comfort and seasonal style everyone loves.

Slippers

Brand:Rock Paper Scissors

Sales Agencies: J.Brandes



for the Wee Ones

Warmies are a top-selling heatable plush that brings comfort & warmth to all ages. The Curly Bear & Golden Dog are bestselling staples, but Warmies offers licensed & character plush, along with giftable spa pieces.

The Curly Bear

Brand:Warmies

Sales Agency: NextGen Dallas



This vintage-style Café Van allows little baristas to serve their customers with ease and playfulness. Complete with a coffee mug and a croissant on a serving tray, this set encourages creative role-playing.

The Mobile Cafe

Brand:Le Toy Van

Sales Agency: Diverse Marketing



A thoughtful holiday gift for new parents, this Goosies burp set blends practicality with style. The soft, absorbent fabric and magnolia print make it both useful and beautiful - perfect for baby's first holiday season.

Burp Set - Magnolias

Brand:GOOSIES

Sales Agency: Just Got To Have It!

The Portico Collection



Style In Hand

The Stephanie Johnson Jewelry Roll is the perfect holiday gift for style, travel and keeping your jewelry safe and organized while displaying elegance and style.

Jewelry Roll

Brand: Stephanie Johnson

Sales Agency: AND! Sales Inc.



Trendy, viral, and the must-have accessory every girl wants—adding a playful, collectible twist to any bag. \$12.50 Perfect stocking stuffer!

Tiny Tote Bag Charms

Brand: Case-Mate

**Sales Agencies: J. Brandes
Road Runners**



This vibrant Pagoda pattern is the hottest giftable product this holiday season, thanks to its classic design, versatile functionality, and timeless style that makes it a standout under any tree.

Essentials Bag

Brand: Bourbon & Bamboo

Sales Agency: The Butler Group



Valentine's Day

The whimsical A Dopo collection was inspired by summertime travels across the Mediterranean.

Rosewood Vanilla A Dopo Candle

Brand: Paddywax

Sales Agencies: Fine Lines

Just Got to Have It!

The Portico Collection

Ritz Sisters



Say "I Love You" with a seed bomb box, the recipient can plant to have beautiful flowers that will grow, blossom, and live on past the holiday.

Mini Seed Bomb Box

Brand: Buzzy Seeds/Blossombs

Sales Agency: Diverse Marketing



Our Love set of bracelet hair ties is a fun mix of pinks and reds. Each set includes 5 hair tie bracelets. A heart charm adds a sweet, playful touch to any look. The perfect gift for your special someone.

Love Bracelet + Hair Tie Set

Brand: K'lani

Sales Agency: J. Brandes

Ritz Sisters



Learn More

Inspired by the “shop local” movement, the top rep agencies in the gift industry got together to champion “Reps are Local Too”, a movement emphasizing the value and significance of ordering from your local sales representative. This movement transcends individual interests, bringing together rep agencies from across the country.



Built on trust and extensive expertise that can't be found elsewhere, local sales reps lighten the buyer's load! They can place orders, check on orders, provide product availability, take inventories, identify best sellers, assist with merchandising, help train store staff, follow up on credit issues and negotiate special terms. Local reps are local too and are invested in the community and the surrounding towns.

LEARN MORE



FIND YOUR LOCAL

Sales Agency

Skip the Wish List – Call Your Rep! Santa has elves. You have reps. They know what sells, what ships, and what flies off a table faster than hot cocoa at a tree lighting. This season, keep it local and let your sales magic come wrapped in a gift of experience. We are here to help!

And Sales!

www.andsales.com
info@andsales.com
312-222-1880

J. Brandes, Inc.

www.jbrandesinc.com
brandi@jbrandesinc.com
214-742-8882

The Butler Group

www.butlergroupgifts.com
info@butlergroupgifts.com
404-577-6941

Just Got 2 Have It!

www.justgot2haveit.com
info@justgot2haveit.com
404-749-4850

Cathy & Co.

www.cathyandcoinc.com
cscathyco@gmail.com
214-253-2675

NextGen Dallas

www.nextgendallas.com
info@nextgendallas.com
(214) 748-2299

DNA Sales

www.dnasales.com
info@dnasales.com
800-879-8588

The Portico Collection, Inc

www.porticollection.com
portico@porticollection.com
800-595-9292

Fine Lines

www.finelinescompany.com
info@finelinescompany.com
213-748-4475

Road Runners

www.roadrunnersllc.com
sales@roadrunnersllc.com
888-674-6349

FIND YOUR LOCAL *Sales Agency*

Ritz Sisters

www.ritzsisters.com
info@ritzsisters.com
206-762-8331

Sales Producers Inc.

www.salesproducersinc.com
info@salesproducersinc.com
800-346-9613

SE Marketplace

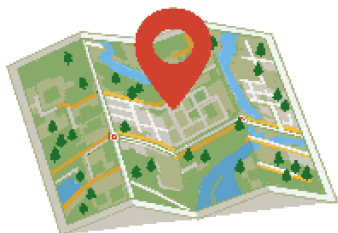
www.semarketplace.com
info@semarketplace.com
954-752-6604

Sweet Pea Gift

www.sweetpeagift.com
hello@sweetpeagift.com

Tango Reps

www.tangoreps.com
info@tangoreps.com
404-522-8090



**Locate all your local reps by state on the
Reps Are Local Too website with the
Rep Finder**

REPS *are* LOCAL *too*

SHOP LOCAL, ORDER LOCAL

hello@repsarelocaltoo.com

www.repsarelocaltoo.com

[@repsarelocaltoo](https://www.instagram.com/repsarelocaltoo)