

&gt; holidays

## Oh What Fun!

Holiday shopping habits get more retrospective in the New Year. BY TINA BENITEZ-EVES

**T**here's something in the adage: everything old is new again. Flip through the TV channels during the holidays, and chances are you'll catch the 1964 stop motion animation "Rudolph the Red-Nosed Reindeer." A holiday classic, the film is still aired more than 50 years later around the world.

Whether it's watching "It's a Wonderful Life," "A Charlie Brown Christmas" or hanging those glass ornaments that graced holiday trees years ago, a retro look is impacting

2016 holiday selections. There's still this connection to how things used to be, whether it's the nostalgic Baby Boomer, who grew up in the '50s and '60s to Gen Xers and younger generations, who are tapping into the styles and designs that were "hip" decades before their time or using Instagram to filter a photo, giving it that dated look.

In "Retromania," rock critic Simon Reynolds digs into society's fascination with everything that happened already. "[There's never] been a society so obsessed with the cultural

**1** Winnebago ornament, Midwest Seasons, 800.394.4225, [mwcblk.com](http://mwcblk.com)  
CIRCLE #830

artifacts of its own immediate past," said Reynolds. Whatever the decade, there's a deep link to the past that's spilling into the holidays—everything from colorful, blown glass ornaments to retro-designed reindeer, Santa, snowmen and other iconic figures across different decorative mediums (wood, glass, ceramic, paper).

Open for more than 70 years, Bronner's Christmas Wonderland, a holiday decor store in Frankenmuth, MI, has seen all the decades, and this year, with retro definitely made a bigger comeback—everything from



**2** Retro clock, TV set and typewriter, Old World Christmas, 800.962.7669, [oldworldchristmas.com](http://oldworldchristmas.com)  
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**3** Tree Salt and Pepper shakers in red, white and green designs, Creative Co-Op, 866.323.2264, [creativecoop.com](http://creativecoop.com)  
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