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Michaels® Unveils 2026 Holiday Décor Assortment, Bringing Four Distinct Takes on Holiday Style

Four new exclusive collections span traditional, maximalist, natural and glamorous aesthetics, bringing elevated holiday style and quality décor at more accessible price points

- Michaels launches four new exclusive 2026 holiday décor collections on Oct. 23, spanning traditional, playful maximalist, natural and glamorous styles.
- The collections feature a range of holiday décor, including ornaments, wreaths, greenery, wooden accents, velvet textiles, novelty décor, metallics, glass and tabletop pieces, with prices starting at $4.99.
- Michaels is offering quality holiday décor at more accessible price points this season, making it easier for customers to create coordinated looks throughout their homes.
- New research from Michaels and Morning Consult reveals a generational divide in holiday décor preferences, with Millennials and Gen Z nearly six times as likely as Baby Boomers to embrace playful, eclectic, and maximalist or moody, dramatic and glamorous holiday styles.

IRVING, Texas, Oct. 22, 2026 /PRNewswire/ -- Michaels is fueling the joy of creativity and celebration with the launch of its 2026 holiday décor assortment, featuring four new exclusive collections that put a fresh spin on the season's most-loved traditions. Available in stores and online beginning October 23, the collections span classic, playful, natural and glamorous styles, offering fresh inspiration for decorating everything from holiday trees and mantels to festive tablescapes.

From nostalgic patterns and traditional greenery to unexpected color combinations, tactile textures and statement-making metallics, this year's assortment pairs on-trend design and thoughtful details with more accessible prices. With lower retail prices across holiday décor this season and pieces starting at $4.99, Michaels is making it easier for customers to create a polished, coordinated look throughout their homes without stretching their holiday budgets.

Michaels' 2026 Holiday Décor Collections

- **Bough & Berry:** A fresh take on traditional holiday style, combining crisp whites, deep berry reds and lush greenery with classic plaid, wooden accents and full-bodied wreaths for a timeless look rooted in familiar holiday traditions.
- **Merry Kitschmas:** A playful mix of exuberant color, texture and pattern, featuring pink trees, crochet accessories, novelty ornaments and unexpected combinations. The collection reflects the Wabi-Sabi aesthetic identified in Michaels' 2026 Creativity Trend Report, embracing the beauty of imperfection for a playful, less-polished approach to holiday decorating.
- **Wrapped in Joy:** A softer, modern take on the holidays, pairing natural materials,

wood, velvet and woven textures in muted earth tones. Wooden houses, velvet throw pillows and golden reindeer add warmth and subtle festive touches to the collection.
- **Twilight Tidings:** A moody, glamorous take on holiday decorating, pairing metallic gold and silver with rich jewel tones, glass accents and mirrored ornaments that catch the light for a sophisticated look made for holiday entertaining.

New Research Highlights a Generational Divide in Holiday Decorating

A survey conducted by Michaels and Morning Consult reveals distinct generational preferences in holiday décor. Millennials (36%) and Gen Z (34%) are nearly six times as likely as Baby Boomers (6%) to embrace playful, eclectic, and maximalist or moody, dramatic and glamorous holiday styles. Classic and natural looks stay popular across generations, with about half of Gen Z, Millennials and Gen X leaning that way.

"Customers want holiday décor that feels special, reflects their personal style and fits their budget," said Stacey Shively, Chief Merchandising Officer at Michaels. "This year, we're bringing together four distinct collections with elevated designs, quality materials and thoughtful details at more accessible price points. From traditional and nostalgic to playful, natural and glamorous, we're making it easier for customers to create a holiday look they love at a price that works for them."

Customers can shop the full assortment in-stores and online atMichaels.com and Michaels.ca beginning October 23. For more holiday décor and DIY inspiration, follow @michaelsstores on Instagram and TikTok.

About The Michaels Companies, Inc.
At The Michaels Companies Inc., our purpose is to fuel the joy of creativity and celebration. As the leading destination for creating and celebrating in North America, we operate over 1,300 stores in 49 states and Canada and online at Michaels.com and Michaels.ca. The Michaels Companies, Inc. also owns Artistree, a manufacturer of custom and specialty framing merchandise. Founded in 1973 and headquartered in Irving, Texas, Michaels is the best place for all things creative. For more information, please visit www.michaels.com.

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