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Give your Christmas tree that "Wow!" factor

Top Ten Designer Secrets for trimming the tree

Irvine, CA - November 21, 2005 - The Christmas tree is the seasonal centerpiece of holiday celebrations so make yours spectacular this year. Learn the design tricks-of-the-trade that can transform those same-as-last-year holiday decorations from ho-hum to "Wow!"

In "Christmas Decorating: The Art of Holiday Design", a new holiday DVD released by Journey4 Productions LLC, designer Pamela Green demonstrates how to decorate a Christmas tree the designer way.

"You have to think outside of the box", explains designer Pamela Green. "It's comforting to repeat the same decorations, year after year but if you want a "designer" look, you'll need to know a few designer tricks." Here are Pamela Green's top ten designer tree-trimming tips:

- **Design Tip #1:** Pick a theme and stick with it. A design theme could be anything from a color palette to a favorite hobby. Does this mean throwing out your existing ornaments collection? No, just add a few themed ornaments or ribbon. A unique ribbon, repeated in the tree, the wreaths and even on the holiday buffet table, creates instant theme.
- **Design Tip #2:** Think "design layers." Each layer should have the same coverage on the tree – from top to bottom, from front to back. The first layer: Christmas tree lights.
- **Design Tip #3:** Don't string lights across a tree branch. Instead, wrap each branch from the trunk to the tip and back to the trunk again, where you transition to the next branch. This technique hides the unsightly cord and creates an even glow.
- **Design Tip #4:** First garland layer: instead of traditional garland, designers use sheer fabric, right off the bolt (make sure its fire-retardant). Starting at the top, weave the fabric in and out and between the braches to give the Christmas tree lights a diffused effect.



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- **Design Tip #5:** Second garland layer: echo the fabric garland by weaving holiday ribbon (the wider the better), throughout the tree. This ribbon establishes your design theme so choose it carefully.
- **Design Tip #6:** Add large silk flowers, such as holiday poinsettias, magnolia blossoms or hydrangeas. Today, the fantasy holiday florals are truly spectacular so why not put them on your tree?
- **Design Tip #7:** Add real flowers on the day of a special holiday party. Fresh roses, cut down to 3 inches and inserted into water tubes look absolutely stunning on a Christmas tree. Water tubes are available at your florist supply or local craft store.
- **Design Tip #8:** Before you put a single ornament on the tree, sort them by size, color and type. This forces you to work in a systematic fashion, which gives the tree a more artistic look. Designers pack and label the ornaments this way so that the following year, the sorting is already done.
- **Design Tip #9:** Pay attention to scale when hanging your ornaments. Hang the large ornaments first, but only on the lower two-thirds of the tree. Medium sized ornaments can cover the entire tree. The smallest ornaments are hung on the upper two-thirds.
- **Design Tip #10:** Place your themed ornaments on the Christmas tree last. Imagine a big letter "S" almost as tall as your Christmas tree. Follow this pattern to hang the special themed ornaments.

"Don't be afraid to use extra-large ornaments on your tree," encourages designer Pamela Green. "A large ornament becomes a focal point – like an exclamation point. It makes a bold design statement."

Bold...is placing an ornament the size of a violin on a Christmas tree with a music theme. Now, that's definitely adding the "Wow!" factor. See Pamela Green's music themed Christmas tree plus a video demonstration of her designer tree-trimming tips on www.theartofholidaydesign.com where you can find many creative ideas for Christmas decorating and holiday entertaining.

"Christmas Decorating: The Art of Holiday Design" features 10 Christmas decorating segments (including Pamela Green's tree-trimming secrets), 7 holiday entertaining segments plus a brief history of the Christmas tree. Running time: 60 minutes. Available on amazon.com and www.theartofholidaydesign.com for \$19.95 (DVD) and \$14.95 (VHS).

For more information on Journey4 Productions LLC and "Christmas Decorating: The Art of Holiday Design" call (949) 651-8100 or visit the company's web site at: www.theartofholidaydesign.com

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