

CITY | DRESSING

Christmas Trails

Creating Experiences, Transforming Places.

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Creating Experiences, Transforming Places

At City Dressing, we turn town centres, cities, and shopping centres into vibrant, engaging destinations. Specialising in temporary place-making experiences, we create eye-catching, sustainable installations that bring life, footfall, and local pride to public spaces across the UK.

From imaginative concepts to seamless delivery – all within budget, we help councils, asset managers and BID teams reimagine what's possible in the places people live, work, and visit.

The Ultimate Christmas Elfie Trail

Trail Overview

The Objective:

Visitors follow a trail to find 6 mischievous elves in themed photo stations named “Elfie Stops” and take selfies or group photos with them.

The Goal:

complete all Elfie Stops, take photos at each, and unlock a small prize or surprise at the end!



(S)elfie Stops

1. Wrapping Up Trouble

- An elf tangled in gift wrap & ribbon
- Visitors pose with oversized gift wrapping supplies



2. Fashion Elf-straordinaire

- Dress-up station with silly elf hats, scarves & glasses
- Elf "fashion show" theme



3. Strike a Pose with Selfie-Steve

- A Mirror photo booth with elf filters and a ring light
- Include a sign: "Don't be shelf-ish, snap a selfie!"



4. Elfie's Masterpiece

- An Elf caught painting the walls with candy canes
- Visitors use washable chalk or paint to add their own art



5. Letters to Santa

- An Elf sorting through a mountain of mail
- Visitors write or draw something for Santa



6. Sleigh It Ain't So!

- An elf in a broken sleigh crashed in a pile of presents
- Wacky crash scene with flying gift wrap



A Little Something Extra

Trail Map & Passport

- Give each visitor a fun trail map or “Elfie Passport”
- At each station, a staff member (or self-stamp station) marks the card
- At the end, completed passports earn a treat (candy cane, sticker, etc.)



Additional Touches

- Signage: Playful signs eg: “Watch out, elf at work!” or “Enter at elf risk!”
- Sound effects: Elf giggles, jingles, and mischief sounds at each stop
- Elf Ambassadors: Staff or volunteers dressed as elves to guide or photobomb



Optional Add-ons

- Night time Option: Light-up elves, glowing path markers, and lanterns
- Digital Photo Contest: Guests tag your event on social media with #ElfieTrail to enter a photo contest
- Craft Station: “Make Your Own Elf Hat” booth

Mindful Monsters Christmas Trail

Our Mindful Monster Trail is a great way to engage with children this Festive Season. Hunt around an area to **find the 9 monsters** hiding in shop windows!

- 🎄 The trail consists of 9 Christmas monsters & 1D signage
- 📖 Includes 850 books & bespoke trail sheets and 850 kindness champion badges made from recycled plastic and are 100% compostable
- 📍 2D & inflatable monster characters as extra options
- ✨ Can combine with giant letters or cutouts for additional presence



Arctic Wildlife Winter Trail

Embark on an Arctic Adventure this Festive Season! A fun and educational experience for families and children. Journey through the trail to **discover 6 Arctic animals** displayed across an area. At each stop, participants can take photos with the display and learn fascinating facts about the animals and their life in the icy north and how climate change is affecting their world. It's a festive and meaningful way to connect with nature and spark important conversations about our planet. The goal is to complete the trail sheet with the facts learned to earn an Arctic themed gift.

The trail includes 6 Arctic Wildlife displays, 850 bespoke design & printed trail sheets, and 850 prize gifts.

Unique Arctic Adventure

Combines festive fun with an exciting animal-themed trail kids will love.

Educational & Engaging

Inspires curiosity with fascinating facts about Arctic wildlife and climate change.

Promotes Eco-Awareness

Sparks meaningful conversations about protecting our planet in a family-friendly way.

Gingerbread Adventure Trail

Step into a sweet and silly holiday quest with our Gingerbread Adventure Trail! Search around the area to find 6 cheeky gingerbread characters hiding in shop windows and around your selected location. Each one has a fun surprise, silly joke, or festive riddle to share! It's a joyful way for families and children to explore, giggle, and get into the holiday spirit together.

The trail includes hire of our life size gingerbread house, a mixture of window vinyl characters, 2D & 3D gingerbread sculptures, and 850 bespoke design & printed trail sheets.

Cheeky & Charming Fun

Combines festive fun with an exciting animal-themed trail kids will love.

Riddles, Jokes & Giggles

Each stop includes a festive joke or riddle to entertain the whole family.

Drives Discovery

Encourages families to explore local shops in a joyful, interactive way.



12 Days of Christmas Light Trail

Wander through a magical festive route featuring **your choice of either 6 or 12 dazzling light-up towers**, each inspired by a verse from the classic Christmas carol. From golden rings to drummers drumming, watch the story come to life in sparkling lights. Perfect for all ages, this enchanting trail is a brilliant way to add some sparkle to your seasonal stroll.

The trail includes 850 bespoke design & printed trail sheets, and either 6 (£6k) or 12 (£10k) tri-sided sensory towers with festive theming, different tones & textures, and lights.

★ *Dazzling Visual Experience*

12 beautifully lit towers bring the classic carol to life in glowing detail.

👨‍👩‍👧 *Perfect for All Ages*

A magical, accessible experience that delights families, couples, and festive strollers alike.

🎵 *Nostalgic Festive Charm*

A heartwarming journey through one of the season's most beloved songs.



Santa's Sleigh Trail

Bring the magic of Christmas to life with our enchanting Santa's Sleigh Trail! Perfect for shopping centres and town trails, this festive photo opportunity lets families climb aboard **6 beautifully crafted sleighs**. Some pulled by reindeer, others with beautiful hand painted Christmas decoration, each unique sleigh set against a snowy winter wonderland backdrop. Create unforgettable memories as children and adults alike experience the joy of Santa's ride – a highlight for any Christmas event that guarantees delighted smiles and picture-perfect moments!

Magical Photo Experience

Captivates families with a stunning, interactive sleigh display perfect for memorable Christmas photos.

Ideal for Any Venue

Tailored for town squares, shopping centres, and festive trails to boost footfall and create a festive atmosphere.

High-Quality Build

Realistic reindeer and sleigh details bring the magic of Santa's journey to life, impressing visitors of all ages.



Wicker Reindeer Trail

Delight visitors of all ages with our Wicker Reindeer Trail – a heart-warming festive experience featuring handcrafted wicker reindeer, each dressed in cosy Christmas accessories and set in its own snowy scene. Perfect for photo moments and adding seasonal magic to any location.

Ideal for shopping centres, high streets, and town squares, the trail encourages families to explore, engage, and shop locally — helping to boost footfall and festive cheer. Let your visitors discover the joy of the season – one reindeer at a time!



Weatherproof Displays

Built to withstand winter conditions for reliable outdoor use all season long.



Highly Shareable

Charming scenes designed for memorable, social media-friendly photo moments.



Great for Local Engagement

Encourages exploration, boosts footfall, and supports local businesses.



Christmas Light Up Photo Bench Trail

Brighten up your town or shopping centre this festive season with our magical Christmas Light-Up Photo Benches. These illuminated, themed benches are perfect for photo opportunities – inviting families, friends, and shoppers to sit, snap, and share.

Positioned throughout your space, this trail includes 4 light up photo benches that create a fun and interactive trail to encourages exploration, increases dwell time, and enhance the festive atmosphere.



From Day to Night

Eye-catching illuminated designs that look great by day and glow beautifully at night.



Social Media Ready

Inviting, themed benches that encourage fun, festive photo sharing.



Boosts Footfall

Creates an interactive trail that draws visitors through key areas of your space.



Information Towers

Engage Your Community this Christmas with our Festive Information Towers! Our eye-catching, three-sided Festive Information Towers are the perfect way to inform and inspire this holiday season. Designed for high visibility and durability in all weather conditions, these outdoor-ready displays are ideal for shopping centres, town centres, and community hubs.

We create bespoke artwork tailored to your location's Christmas events, markets, and activities, making it easy for visitors and residents alike to discover what's on. These towers not only drive footfall but also foster community spirit by showcasing local festive happenings in a clear, attractive format.

*High
visibility
with high
impact*

*Bespoke
artwork
design by our
in-house
design team*

**BUDGET: 4.5K
(6 TOWERS)**

*Robust
structure built
to withstand
all weather*

*Premium
quality
waterproof
materials*





We Bring Christmas to Life

Get in Touch

Let us transform your space and create an unforgettable experience!



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