


Dates for a balloon artist's diary

Saturday	Sunday	Monday
4	 5	6

Planning ahead just got easier!
Here's a month-by-month guide with key dates, seasonal occasions, tips, and more to keep you organised all year.

January



New Year's Day

January rarely stops in the balloon industry, with birthdays, baby showers, and celebrations continuing year-round. That said, this month may slow slightly, making this an ideal month to refresh your offerings, check your stock levels, assess your pricing, and get ahead on planning for the busier months to come.



January Trends & Colours

Cloud Dancer: Pantone's colour of the year will bring an influx of dreamy cloudlike displays, full of neutral tones like Sempertex Pastel Dusk Cream, & Kalisan Retro White.

Muted Pastels: Powder blues, grey greens, and dusty pinks soften winter designs without feeling overly festive. Tuftex Fog, Cameo, and Empower-Mint are perfect for this.



Stock To Prioritise

Valentine's: Make sure to avoid any Valentine's Day shortages, by stocking up on heart foils, ribbons, roses, as well as popular latex colours like pink and red. Having stock in early also allows time for content creation and pre-orders.

Essentials: After a busy year, it's worth stocking up on essentials such as basic latex colours, popular foils like numbers and shapes, and vinyl or accessories you might be running low on after a busy festive period.

Top Tips For January:

- Reorganise your workspace. A tidy setup improves efficiency and reduces stress during busy periods. This is also a great time to review current stock.
- Refresh your website and social media with your strongest work from last year. January is when potential clients start researching suppliers for upcoming events.
- Finalise your Valentine's offerings, pricing, and visuals now. Early preparation allows you to focus on delivery rather than last-minute decisions.
- Look at what sold best, what didn't, and where pricing or packages could be improved. This insight helps shape smarter decisions for the year ahead.

February

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Valentine's Day

Valentine's Day brings a surge in gifting, proposals, and romantic celebrations. From luxury installations, to gifting designs, this year's first peak season begins!

February Trends & Colours

Our Little Valentine: Children's Valentine gifts have grown in popularity in recent years. Don't forget to check out our exclusive Balloon Market 'Our Little Valentine' heart foil which pairs perfectly with the sitting bear foils.

Giant Hearts: Showstopping giant foil hearts went viral in 2025, and we can expect to see this trend back and bigger than ever - literally. We've got you covered with 36" and 54" hearts available this year.

Stock To Prioritise

Mother's Day: Mother's Day is just around the corner, falling early in March. If you haven't already, start ordering foils, hat boxes, bobos and popular latex colours.

Personalisation Favourites: Don't forget to stock up on supplies like vinyl, acrylic blanks, and transfer tape, are likely to run low with Valentine's Day, Mother's Day, and Easter almost back-to-back.

Top Tips For February:

- Set clear order deadlines and communicate them clearly across your socials. This helps manage workload and customer expectations.
- Keep a buffer of spare Valentine's stock on hand for those inevitable last-minute requests. Basic options like heart foils always come in handy throughout the year.
- For Valentine's, offer simple add-ons like personalised messages, or gifts like chocolate, as small enhancements can increase order value without extra labour.
- Don't forget to start Mother's Day prep, as it falls early in 2026.

March

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Mother's Day

Despite falling on a different date each year, Mother's Day is one of the bigger balloon occasions of the year. It's a time to celebrate mums, grandmothers, and all mother figures with meaningful gifts.

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St Patricks Day

St Patricks Day prioritises big installations for venues. Columns also work well for this. Don't forget to stock up on greens and golds.

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Eid al-Fitr

Eid marks the end of Ramadan and is a key celebration for gatherings and gifting. Gold, silver, purple and royal blue are particularly popular for this occasion.



March Trends & Colours

Soft Metallic Accents: Champagnes, white golds, and oyster tones bring a modern, luxury feel to Mother's Day.

Easter: Rabbit head foils are some of the best sellers at Easter. Don't forget to stock up in advance to avoid any shortages close to the occasion.

Top Tips For March:

- Even though the last month or two might have felt nonstop, don't forget to keep socials updated with content for future potential clients to browse.
- **March is a good time to review, test, and update pricing before the busy season ahead. Summer is full of big events, so getting prices locked into place is key.**
- After Mother's Day, use this time to reset, restock, and prepare for Easter.

April



Easter

Whilst Easter typically focuses on deliverable designs, it often calls for beautiful pastel palettes, garlands and organic displays which are also popular for this occasion.

April Trends & Colours



Pastels: Baby pinks, pale blues, soft lilacs, and mint greens are favourites at this time of year. Kalisan Macaron and Sempertex Pastel Matte ranges are especially popular.

Blues: As seasonal events come to a pause, we see a rise in independent colour palettes again. One unquestionable message we're getting loud and clear is that blue is very much the colour for 2026. Glacial tones and moody blues are here to make their mark.

Stock To Prioritise



Gingham: With Spring finally here, Gingham is back in style, not just in fashion but in balloons too. From bows to fabric to foils, it makes a great spring addition.

Accessories: Bows, ribbons, vinyl, hat boxes, and acrylic blanks are all ways to add extra value to your Easter designs, stock up on these items too!

Top Tips For April:

- Upsell designs by adding Easter treats, such as activity packs, colouring books, and chocolates to increase perceived value.
- Before starting Easter prep, don't forget to confirm payments, collection/delivery times, double check personalisation, and make sure you have enough stock.
- After Valentine's, Mother's Day, and Easter, April is a good moment to reset.
- Wedding season is just round the corner, use this time to check pricing, share portfolios, or even put together mood boards of trending themes for hen parties.

May



Eid al-Adha

Personalised bubble balloons, and neutral or jewel-toned colour palettes work particularly well for this celebration.

May Trends & Colours



Something Blue: We've already mentioned blues, but 'Something Blue' will feature heavily through wedding and hen do themes this year. From flowers to balloons, to tableware, blues can be incorporated throughout the day.

Lace: Satin was everywhere last year, we'll see plenty of lace elements in 2026, from ribbon, to fringe to bows each adding texture to balloon designs, perfect for a romantic, luxury finish this wedding season, which gets underway this month.



Stock To Prioritise

Wedding Essentials: Neutral toned latex in multiple sizes, and subtle satin finishes are essential for weddings. These items offer maximum versatility across events.

Father's Day: Opt for a more luxury Father's Day palette using navy shades and creams paired with golds to elevate traditional shades. Don't forget to grab basics like blue latex, foil stars, and hat boxes for this occasion.

Top Tips For May:

- Don't forget to reconfirm timings, access, and logistics with couples and venues well ahead of event dates to prevent any stress on the day.
- Plan for weather variability and have backup plans and alternative designs ready for outdoor events. Discuss contingencies with clients upfront.
- Busy season is just beginning. Schedule rest days and realistic workloads to avoid burnout later in summer.

June



Father's Day

Father's Day brings opportunities for personalised gift balloons, understated décor, and family celebrations. Simple, modern designs tend to perform best, particularly when paired with keepsakes or small gifts.



June Trends & Colours

Football: Expect requests for themed parties, corporate decor for venues, and an influx football inspired stacks this month as the FIFA World Cup kicks off.

Bold Brights: As summer arrives, bold and bright colours come into play. Think citrus hues, hot pinks, and teals.



Stock To Prioritise

Graduation: This month, graduation season begins, seeing personalised stacks, bubble balloons, and celebratory displays popular. Black and golds feature heavily, so stock up on essentials.

Pride Basics: Opt for a more luxury Father's Day palette using navy shades and creams paired with golds to elevate traditional shades. Don't forget to grab basics like blue latex, foil stars, and hat boxes for this occasion. Stock up on bold, bright rainbow latex in preparation for Pride Month.

Top Tips For June:

- As temperatures begin to rise, add heat disclaimers to invoices or booking confirmations so clients understand balloon lifespan outdoors, and don't forget to share tips with your clients on how to care for balloons in warmer weather. This will help reduce complaints and manage any unrealistic expectations.
- **Prom season begins this month, create prom packages to simplify decision-making for schools and reduce back-and-forth enquiries.**
- Cut commonly requested vinyl phrases (e.g. "Congrats Grad," "Class of 2026") in advance to save time during busy weeks.

July



July is a high-energy month filled with celebrations, outdoor events, and is peak wedding season. With longer days and warmer weather, demand for balloon decor remains strong, but efficiency and smart planning are essential to maintain quality and avoid burnout.

July Trends & Colours



Statement Outdoor Installations: Larger balloon displays for outdoor events and venues are in high demand. Designs need to be visually impactful while remaining secure in warm weather.

Portable Decor: Freestanding designs that can be installed quickly and moved from outdoor to indoor easily are in high demand during the summer months.



Stock To Prioritise

Shine Spray: Stock up on shine spray for all those outdoor summer installs that are at risk of oxidising or popping in the sunshine.

Festive Favourites: This is when sales on seasonal stock like Christmas and New Years come to end, so nab some Christmas bargains before it's too late!

Top Tips For July:

- Don't forget to keep yourself and your team hydrated, and schedule breaks during long summer days to maintain energy and avoid burnout.
- Start looking at Back-to-School promoting with September offerings while parents are already planning ahead.
- Suggest colour palettes that avoid dark colours like black and navy to reduce the potential of any balloons popping during outdoor events.
- Inflate balloons closer to event times where possible and avoid overexposing balloons to direct sunlight during transport.

August



Whilst a quiet month for big dates, August is still busy with wedding season, big summer outdoor installs, graduations, and other celebrations. This month is also a great time to start prepping for the busy autumnal and winter season ahead.

August Trends & Colours



Khaki & Earth Tones: Both Pinterest and Fashion Week catwalks predicted that earthy tones based around Khaki would come into play heavily throughout the year. Muted greens, sandy shades, and browns start to fill colour palettes as we near the end of the summer season.

Themes: 2025 seemed to focus on aesthetics with no real theme. 2026 will see themed installs make a return, with the likes of circus inspired decor, enchanted garden, and celestial vibes being popular.



Stock To Prioritise

Back To School: Stock up on favourites such as themed foils, bubbles, and Orbz which are all popular for back to school creations.

Outdoor-Friendly Supplies: Heavy weights, strong lines, and secure frames are essential for outdoor installs.

Top Tips For August:

- Start planning your autumn offerings. Reshare last year's installs, creations, or build digital menus showcasing trends to your socials to inspire future bookings.
- Stay connected with any venues worked at over the busy summer months, to increase chances to be recommended for autumn bookings or late summer events.
- August is ideal for tightening how you manage orders. Reassess your process from enquiry to collection, so you're quicker & more confident going into peak months.

September



September is the last month of the year without any significant dates, and we'll see the influx of outdoors events, and summer celebrations begin to slow down, leaving breathing room for the seasonal shift, which brings rich colours, and a fresh creative palette.

September Trends & Colours



Maximalism: After years of aesthetic simplicity, maximalism is here to stay for a little longer. Artistic elements, sculptural organics, and textures will be important in making showstopping decor.

Transitional Tones: Summer brights begin to fade into more neutral shades. Without committing too much to autumn yet, think muted peach, pale oranges, beiges, dusty pinks, & caramel tones. Seasonal but versatile.



Stock To Prioritise

Halloween Prep: Each year we see Halloween fan favourites such as the Grabo Pumpkin Head foils, and matching latex fly off the shelves. Make sure to stock up in advance to avoid any stock shortages closer to the time.

Christmas: No, seriously. Christmas might seem months away, but it's a great time to get ahead of the game. By promoting designs this early, you can start gauging stock levels for popular products and being prepared.

Top Tips For September:

- Christmas gets earlier and earlier each season, now is the best time to start thinking about preparations and promoting your offerings.
- **With deliverable designs about to have their peak season, prioritise stability and durability. Design with transport in mind and share tips with clients.**
- Evaluate your year so far, what's worked, what's lacking? Take note of what feels draining or enjoyable. This insight helps your offerings feel more intentional, and the job fulfilling at times when feeling burnt-out is at risk.

October



Halloween

Halloween is the perfect chance to play with bold, creative colour palettes and designs. Embrace the fun of the season with quirky displays and themed stacks.

October Trends & Colours



Seasonal Baby Showers: Themed baby showers have been on trend for years, but now we're seeing a rise in seasonal themes, with 'Hello Pumpkin,' 'Fall in love,' and 'A little pumpkin is on the way.' Think rich burnt oranges, creamy neutrals & touches of brown, paired with fall hued foliage.

Halloween: Dark vampy romance is set to be a trend year-round, so it makes sense that this gothic palette will be a popular choice for Halloween. From plum purples, to burgundy and black, style these colours with matching artificial flowers to really bring the drama.



Stock To Prioritise

Elf Arrival: Start gathering stock for elf arrivals now. Essentials like star foils, elves and their accessories, house boxes, special delivery foils, candy canes, and popular latex colours.

Top Tips For October:

- With two personalisation heavy months ahead, review vinyl levels and other accessories used such as transfer tape. There's nothing worse than running out in the middle of a project.
- As temperatures begin to drop, don't forget to share cold weather balloon care tips with your own customers to prevent any accidents once delivered.
- Last-minute requests become more common at this time of year, set clear boundaries, firm cut-off times, and realistic expectations to protect your workload.

November



Remembrance Day

Whilst this is a solemn day of reflection, balloon artists can support the occasion with respectful tributes with remembrance themed creations for memorial services, or local commemorations.



Elf Arrival – Collection Day

The day you've been preparing for all month is finally here! Months of chaos will finally be worth it, and getting your workspace back will feel better than ever. Take a well deserved breather, and don't forget to tag us in your designs!



Stock To Prioritise

Festive Colours: Reds, greens, and golds are most popular this time of year. Don't forget to stock up on not just latex, but foils too as we near closer to Christmas.

Christmas Eve Foils: Last year, we saw the Grabo cream Christmas tree, PartyDeco Santa, and cream bear foils as popular options for Christmas Eve stacks. Demand was high, so don't get caught out by ordering in advance.

Top Tips For November:

- November is often one of the busiest months for balloon artists, and organisation is key. Keep spreadsheets or records of what customers have ordered, payment methods, collection times, and contact information up to date and accessible to avoid any stress.
- Prepare vinyl, elves, house boxes, and other accessories earlier in the month, so all focus can go into balloon prep close to Elf Arrival Day.

December



Christmas Day

After weeks of elf arrivals, Christmas Eve balloons, festive installations and door garlands, you can finally take a moment to pause. Whether you're with loved ones or taking quiet time, it's a day to recharge after one of the busiest seasons this year.

December Trends & Colours



Baby It's Cold Outside: The Blues will trend all year, but icy tones and frosty satin white pair perfectly with this theme for baby showers.

Santa Baby: Another festive themed baby shower trend that began to gain popularity in 2025 and will continue to be very popular this year. Centred around a white, red and green colour palette, styled with traditional inspired Christmas elements.

Stock To Prioritise



Burgundy: The colour of the season in 2025 will no doubt be back in colour palettes this year, taking the place of brighter reds. Exuding luxury with rich deep red hues, burgundy pairs beautifully with metallic finishes.

New Years: With December already being a busy month, order New Year's stock with time to spare to avoid likely delays likely couriers take a break. Chrome finishes, disco vibes, and lots of sparkle are to be expected.

Top Tips For December:

- It might not slow down for most, with door garlands, Christmas Eve balloons, Christmas parties, and other festive celebrations, but don't forget to find time to take a minute and breath. A well deserved rest is on the horizon!
- **Couriers and deliveries are at risk of delay this time of year. Order ahead with plenty of time to spare and even consider ordering stock in advance in case of receiving any last-minute orders during festive closures of suppliers.**