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## [Alamy Notes Holiday Image Trends](#)

Posted December 18th, 2007 by Julia Dudnik Stern

According to Alamy's Alexandra Bortkiewicz, this holiday season exhibits a higher stylistic diversity in stock imagery sought by buyers. There is also a trend toward depicting more individual celebrations, though the traditional look remains in demand.

The U.K.-based distributor has issued a call for holiday imagery, providing its contributors with insight into what is popular with its gift card, calendar and poster clients. Apparently, contemporary model-released images of families and friends celebrating Christmas are a particularly underserved subject-matter niche.

Global markets are in agreement when it comes to the most popular image categories. Though not specifically holiday-focused, the latest information from Corbis identifies images of people spending time with loved ones and taking time to enjoy life as the most popular category.

In addition to interactive lifestyle imagery, Alamy would like to add to its inventory images of contemporary and kitsch decorations, seasonal foods, churches, ice sculptures, travel destinations, shopping malls in holiday décor and a [long list](#) of other holiday scenery. The Alamy Web site also offers examples and [photographer tips](#) to prepare for the late summer/early fall holiday-image buying season.

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1. [...] Check it out! While looking through the blogosphere we stumbled on an interesting post today. Here's a quick excerpt: In addition to interactive lifestyle imagery, Alamy would like to add to its inventory images of contemporary and kitsch decorations, seasonal foods, churches, ice sculptures, travel destinations, shopping malls in holiday décor and a ... [...]

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