

Twinkly Reveals its Christmas 2024 Portfolio Promising Customers that Extra They Need to Light Up their Holidays

With 152 days to go before Christmas, Twinkly reveals its all-new Tree Topper, Reindeers, Net Lights, and Permanent Outdoor Lights, as well as their longest ever Strings.

New York City, New York Aug 5, 2024 ([Issuewire.com](https://www.issuewire.com)) - Italy-based global leader in smart lighting, is thrilled to reveal its highly anticipated Mappable Lights Christmas 2024 Portfolio. This year's [Christmas lights](#) collection promises to add more sparkle and joy to the festive season with an enchanting array of new products, including two Reindeers, the brand's awarded String Lights now longer than ever with 750 LED lights, Net Lights, Permanent Lights, and the much-awaited Twinkly Logo Tree Topper. Designed to meet the growing demand for innovative and stylish holiday decorations, Twinkly's new Christmas offerings cater to consumers looking for cutting-edge, smart lighting solutions. The Christmas portfolio will be available for pre-order on September 15th on our webstore and globally available to purchase beginning of October. In the US, the Strings 750 will be exclusively available at Costco from September 1st before their launch in early October on participating retail channels.

"We are delighted to present our new Christmas 2024 Portfolio," says Andrea Tellatin, Co-Founder and CEO at Twinkly. "Each year, we strive to bring more innovation and magic to holiday decorations with our Mappable Lights. Our new Christmas collection is designed to enhance the festive experience for families and communities around the world. It features a special lineup of outdoor lights as well as the highlight of our portfolio, the Twinkly Logo Tree Topper, which is set to become a must-have centerpiece for holiday celebrations."

Like all Twinkly smart lights, the new [Christmas lighting](#) portfolio items are controlled with the Twinkly App, which makes installing the lights easier than ever and provides access to the brand's exclusive mappable lighting technology. It also unlocks tons of other features available only from the Twinkly app, including limitless creative effects and customization. All Twinkly Christmas lights can be mapped and grouped together with the app for effortlessly coordinated displays of any size. Instantly configurable via Bluetooth® and Wi-Fi, the Twinkly App detects and maps all LED lights via the smartphone camera. Twinkly Christmas lights are compatible with Amazon Alexa and Google Assistant for hands-free voice control. Products in the new Christmas Portfolio can sync to music via the Twinkly Music Dongle for a one-of-a-kind Christmas lighting show. All products will be available on Twinkly's online store worldwide, availability of the assorted products might vary by country and retail partner.

In addition to the unveiling of the Christmas 2024 Portfolio, Twinkly teases an exclusive that will be revealed on October 17th featuring this year's Christmas Icon which "promises to warm hearts and evoke fond memories, enriching the holiday season with joy and magic." says René Korte, Senior Vice President of Marketing at Twinkly.

Tree Topper

In the shape of Twinkly's logo, the Tree Topper has been highly requested by Twinkly fans over the years! Displaying a rich and vibrant array of over 16 million color options, the Tree Topper synchronizes with all other Twinkly Christmas Lighting Products. Perfect to complete a set of String lights on a Christmas tree, the Tree Topper is the perfect detail to complete smart Christmas Tree lighting and offers a bright show for the coming holiday season.

The Twinkly Tree Topper will be available for pre-order September 15th at the retail price of

\$49.99 / 49,99€ / £49.99

Strings 750

Twinkly Strings need no introduction, being the brand's first-ever product sold. This year Twinkly offers customers the possibility to get their hands on the longest and most energy-efficient version yet of the acclaimed String lights with 750 RGB LEDs. Ready for indoor as well as outdoor use, Strings 750 are the perfect lights to brighten any Christmas tree, in any weather. At 197 feet (60 meters), the Christmas string lights guarantee a spectacular display of effects and colors, all easily managed through the Twinkly App and the FX Wizard.

In the US, the Strings 750 will be exclusively released on September 1st to Costco Club members, and available for pre-orders on Twinkly's webstore from September 15th.

Strings 750 will be available for pre-order and retail at the MSRP of \$269.99 / 269,99€ /

£269.99

Net Lights

With a flexible LED grid design, Net Lights blanket over hedges and bushes, adapting to their natural shape, and providing easy lighting installation with uniform LED coverage over large, uneven surfaces. Designed with the outdoors in mind, it perfectly resists all types of winters across the globe.

The Net counts 260 Smart and Mappable Twinkly LED lights, over 3.9 x 6,2 feet (1,2 meters by 1,9 meters).

The net will retail at the MSRP of \$99.99 / 99,99€ / £99.99

Reindeers

Available in 2 different shapes, the Twinkly Stag and Doe are the perfect addition to any decorations to create a magical outdoor Christmas lighting installation. The Reindeers sync with the rest of the Twinkly Christmas line-up through the Twinkly App and offer a complete and customizable holiday show.

The Doe featuring 160 LED lights will retail at the MSRP of \$229.99 / 229,99€ / £229,99 while the larger Stag with 240 LEDs will be available at the retail price of \$249.99 / 249,99€ / £249,99.

Permanent Outdoor Lights

Why should joyful lights be limited to one celebration a year? This year Twinkly offers a new outdoor product that can be used 365 days a year with the first ever mappable Permanent Outdoor Lights. The 100-foot-long (30-meter) strips of permanent [outdoor lights](#) offer over 16 million colors, customizable via the Twinkly App, as well as all tones of white to fit every home's unique style and design. Permanent Outdoor Lights boast 72 mappable LEDs. They are the perfect addition to rooflines, eaves, fences, or walkways for year-round customizable home decoration lighting that has a truly professional feel. The IP65-certified design is 100% weatherproof for use outdoors all year round. [Home decorative lights](#) are made easy with both adhesive backing and screw mounting options.

Permanent Outdoor Lights will be available at the retail price of \$ 299.99 / 299,99€ / £299.99 Resolution images of the products are available [HERE](#).

About Twinkly

Twinkly is an Italian tech company and market leader in smart LED lighting. The company was founded in 2016 and, within a few years, has already become a global brand. Twinkly Lights has revolutionized the world of decorative lighting with a range of technologically advanced, patented, and internationally awarded products. Twinkly offers a complete ecosystem of connected smart LED lights that can be easily controlled via your smartphone. Technologically advanced, a special computer vision algorithm maps the exact position of each smart LED light in the room, allowing you to customize your indoor and outdoor lights and create extraordinary lighting effects. From Christmas decorations to entire building facades, from smart homes to theme parks, from illuminated furniture to concerts and scenic installations, Twinkly's advanced technology makes the ability to decorate with light within everyone's reach. For more information, visit www.twinkly.com.

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