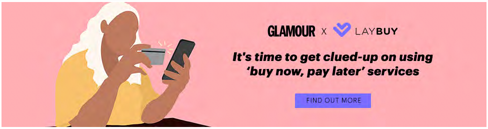
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NESPRESSO
THAT BOUTIQUE-Y WHISKY ADVENT CALENDAR

CHRISTMAS

29 alternative advent calendars to buy if you don't fancy chocolate – packed with gin, jewellery, house plants and Prosecco

These non-chocolate advent calendars are the way to go.

BY SOPHIE COCKETT

18 OCTOBER 2021

Alternative advent calendars are one of the best parts of Christmas. Hands down. And just like good cheese or fine wine, they seem to be getting better with age. The **alternative advent calendar** market becomes a little more spectacular with every trip around the sun: these epic Christmas countdowns are now filled with everything from gin and wine, to jewellery, skincare, tea, coffee and pairs of socks. Even sex toys. Yep: the days when you'd (happily and gratefully) tuck into a coin-filled chocolate advent calendar on every morning of December are *long* gone.

This year's beauty advent calendar offerings alone are a sight to behold: think full size, high-end skincare united with mini scented candles and cult makeup products by our favourite beauty brands in the business. Unsurprisingly, they're proving so popular that many have already sold out. And that's before we even get started on the other non-chocolate options that are rearing their heads.

WATCH
Nikki Wolff Shows Us A Glamorous Cat Eye How-To & Reveals Her Beauty Secrets

Tonnes of beauty advent calendars are on sale for Black Friday (including Huda Beauty, By Terry, OPI and Feel Unique)

71 PHOTOS

View Gallery

So, what's on offer for those of us who don't fancy a traditional chocolate advent calendar but *also* have interests outside of beauty? What are the best alternative advent calendars for boyfriends? For the best friend whose beauty cabinet is already pretty stacked? Or for your mum? We've put together the ultimate edit of the **best alternative advent calendars of 2021** filled with food, gin, beer, stationery, jewellery, home fragrance and more. Socks. Popcorn. Seriously – there's *plenty* to feast your eyes on.

Particular highlights? Astrid & Miyu have launched their first ever jewellery advent calendar, which we're utterly *obsessed* with. The playful calendar celebrates the brand's community finally being able to get into the holiday spirit and physically come together again after Christmas 2020. It features best-selling hero huggies, cuffs, hoops and barbells as well as three exclusive inclusions only available via the advent calendar purchase. Oh, and the twelfth door contains a £50 gift card to spend on jewellery online or in-store – or to spend on a new piercing. Sorry about the spoilers.

Elsewhere, John Lewis have dropped a wine advent calendar which retails at £80 and contains 24 (!) different miniature bottles of wine – across red, white, rose – while Lovehoney have dropped a sexual wellness advent calendar packed with everything from vibrators to lubricant. Your self-care routine never looked so good.

After more advent calendar content? Head this way for gin advent calendars and over here for luxury advent calendars. We've also got ALL the details on the LookFantastic advent calendar, The White Company advent calendar, Glossybox advent calendar and Amazon advent calendar.

For more from our Commerce Writer Sophie Cockett, follow her on Instagram @sophiecockettx.

Shop our edit of the 29 best alternative advent calendars below to save 'til December 1st. Seriously, no peaking...

20
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23
16
17
ALTARIA
SHIRAZ
MERLOT
WATERS EDGE

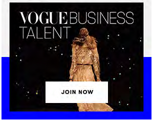
Best wine advent calendar

Wine Advent Calendar, 187ml x 24 Mini Bottles, £80, John Lewis

Make your count down to Christmas merry with John Lewis' iconic - and affordable - wine advent calendar. Housed in a beautiful, illustrated box, this giftable boxed advent calendar. contains 24 different 187ml mini bottles of wine from whites to merlots and everything in between.

Buy It Now

Save when you shop for alternative advent calendars with these John Lewis discount codes.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Best alternative advent calendar for foodies

[Fortnum's Feasting Advent Calendar, £200, Fortnum & Mason](#)

This deluxe Christmas advent calendar by Fortnum & Mason is the ultimate in festive feasting, taking you right up to the 24th day of December with a feast of gourmet delights – from classic teas, biscuits, chocolate and confectionery to mouth-watering preserves, condiments and festive tipples. It's the perfect gift or self-care moment.

Fancy something different? Fortnum & Mason have released a vast array of advent calendars this year, including makeup advent calendars and wooden advent calendars.

Buy It Now

ADVERTISEMENT

Reserved's holiday collection screams 'out out', and we're here for it

Say goodbye to boring with these unapologetically decadent looks.

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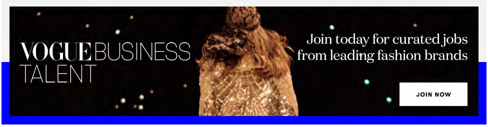
Best jewellery advent calendar

[Astrid & Miyu Jewellery Advent Calendar, £250, Astrid & Miyu]()

All our dreams have come true with the launch of this *epic* jewellery advent calendar by Astrid & Miyu – their first advent calendar ever. Available in gold and silver, it contains £500 (!) worth of jewellery for £250, from the brand's bestselling huggies to hoops, ear cuffs and barbells. So. Good.

Buy It Now



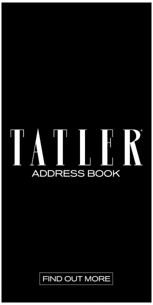
Best beer advent calendar

[Beer Advent Calendar, £80, John Lewis]()

For the craft beer lover in your life, this advent calendar doesn't get much better. It contains 24 330ml bottles of beer from a vast array of breweries like Harviestoun Brewery, Alechemy Brewery and the Wild Beer Co to take you right up to Christmas Eve.

Buy It Now

Save when you shop for alternative advent calendars with these [John Lewis discount codes]().



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BEAUTY

Zendaya's butt-skimming cornrows are stopping hearts around the globe

BY SARA MIRANDA

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Millie Bobby Brown's new jet black bob with a choppy fringe is pretty adorable

BY ELIZABETH LOGAN

ENTERTAINMENT

Taylor Swift's 10 best (and worst, if that's even possible) songs of all time

BY LUCY MORGAN AND CHLOE LAWS

Best alternative advent calendar for skincare

Holiday Limited Edition Advent Calendar, £99, Kiehl's

The perfect advent calendar for skincare lovers and one of the best beauty advent calendars on the block is the Kiehl's advent calendar, featuring all your favourite products from the renowned brand with a 170-year history. From the iconic Creme de Corps to the Calendula Serum-Infused Water Cream and Ultra Facial Toner – you're sure to love and use everything behind each one of these doors.

Buy It Now

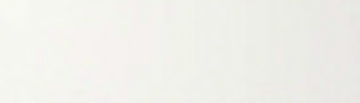
Best alternative advent calendar for jewellery

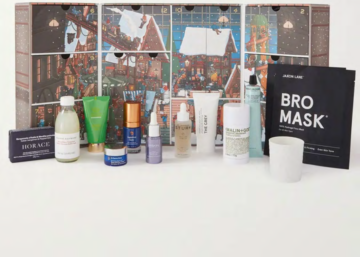
MISSOMA 12 Days Of Missoma advent calendar, £395, Selfridges

Celebrity and influencer-adored jewellery brand Missoma has released a 12 Days of Christmas advent calendar this year, serving up 12 pieces of jewellery that can be treasured for a lifetime. Whether it's an 80-carat yellow-gold vermeil sterling silver bracelet or a sunglasses chain that you open, one thing's for sure... This jewellery advent calendar will leave you *dripping* in stylish jewellery for the rest of time.

Buy It Now

Save when you shop for alternative advent calendars with these Selfridges discount codes.



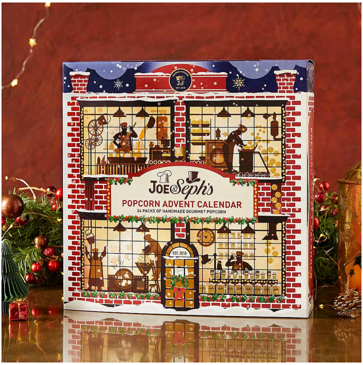


Best grooming advent calendar

[MR PORTER GROOMING The 12 Days of Grooming Advent Calendar, £120, Mr Porter]

With an estimated worth of over £570, this grooming advent calendar is a novel take on the 12 days of Christmas, containing a complete round-up of twelve full-sized products sure to elevate their grooming routine. Think: deodorant from Malin + Goetz, moisturisers by Augustinus Bader and eye cream by Dr. Dennis Gross.

Buy It Now



THE INTERIORS INDEX
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THE WORLD OF INTERIORS

Gourmet popcorn advent calendar

[Joe & Seph's Popcorn Advent Calendar, £25, John Lewis]

Level-up your movie nights in with this epic gourmet popcorn advent calendar, containing 19 unique flavours of Joe & Seph's award-winning, handmade popcorn. Particular highlights? The deliciously decadent milk chocolate popcorn bites are to *die* for. Shop for more gifts for movie lovers here.

Buy It Now

Save when you shop for alternative advent calendars with these John Lewis discount codes.

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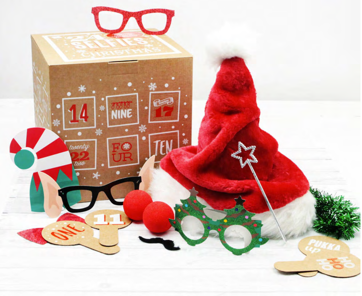


Best alternative advent calendar for selfies

[24 Selfies To Christmas Advent Calendar Box, £45, Not On The High Street]

Containing twelve different prompts to inspire the ultimate Christmas selfie, this alertnative advent calendar is a super-fun alternative to chocolate. There are Santa hats, glasses, fairy wands and more to inject fun into your festive season (and every December that follows).

Buy It Now

- Pomegranate Noir Mini Candle 35g
- Wood Sage & Sea Salt Cologne 9ml
- Peony & Blush Suede Body & Hand Wash 30ml
- English Pear & Freesia Cologne 30ml

Buy It Now

Save when you shop for alternative advent calendars with these [LookFantastic discount codes](#).

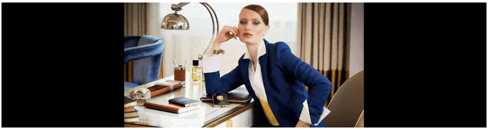
DRINKS BY THE DRAM
THE
RUM
ADVENT CALENDAR
Gosling's

Best rum advent calendar

[Drinks by the Dram Rum Advent Calendar, £165, Fortnum & Mason](#)

This 24 day advent calendar is guaranteed to light up dark winter days, with thanks to 24 rum blends by a plethora of boutique producers being hidden behind each one of the doors. Every bottle is wax-sealed and totally unique.

Buy It Now



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Best alternative advent calendar for hair accessories

MIMI & LULA Hair Accessories Advent Calendar, £35, Selfridges

The perfect gift for teenage girls or gift for kids, this advent calendar is an adorable way to wish them Merry Christmas. There's a clip, bow or hairband behind each of the doors, sure to add sparkle to their December – and all those Christmas parties. So. Cute.

Buy It Now

Save when you shop for alternative advent calendars with these Selfridges discount codes.

Best decoration advent calendar

WEDGWOOD Mini Ornament Christmas 2021 Advent Calendar, £650, Selfridges

As is tradition, Wedgwood have released another deluxe advent calendar for 2021, housing an array of gorgeous porcelain baubles. It's the perfect way to count down the days before the big day and decorate your home in the process. Shop more luxury advent calendars here.

Buy It Now

Save when you shop for alternative advent calendars with these Selfridges discount codes.

Best alternative advent calendar for pets

Lily's Kitchen Advent Calendar for Dogs, £22, Selfridges

Who says advent calendars are reserved for humans? Alternative advent calendars are made to treat the whole family these days. Case in point: Lily's Kitchen's advent calendar for dogs which contains melt-in-the-mouth doggie chocolates, self-care surprises and dog toys. There are tonnes of unique goodies to make their Christmas a good (boy) one.

Buy It Now

Save when you shop for alternative advent calendars with these [Selfridges discount codes](#).

Best DIY advent calendar

[Felt Hanging Advent Calendar, £15, Marks and Spencer](#)

Celebrate the countdown to the big day with this cute hanging Advent calendar from M&S. It features felt jumpers, stockings and Santa hats dangling from a line – how about you attach a note to your loved one with a surprise or treat every day?

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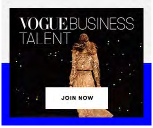

Best stationery advent calendar

[24 Days Of Stationery Advent Calendar, £89, Martha Brook](#)

The ultimate alternative advent calendar for stationery lovers, this Christmas countdown takes you through the 24 (?) days of Christmas with notebooks, pens, tape and more. Your 2022 is guaranteed to be set off to the most organised start.

Buy It Now

Best sweets advent calendar

CANDY KITTENS Advent Calendar, £9.99, Selfridges

London-based confectionery company founded by Jamie Laing and Ed Williams, Candy Kittens, has released another sweets advent calendar this year – filled with their bestselling vegan sweets in a plethora of flavours like Sour Watermelon and Wild Strawberry. Affordable, cruelty-free and a great alternative to chocolate.

Buy It Now

Save when you shop for alternative advent calendars with these Selfridges discount codes.

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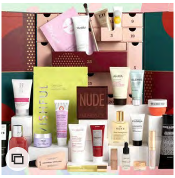
LIFESTYLE

The best gin advent calendars to have you feeling merry this Christmas

Get into the spirit (literally).

BY GEORGIA TRODD



BEAUTY

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Get your hands on a beauty advent calendar before the month is out.

BY SOPHIE COCKETT AND GEORGIA TRODD

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Reserved's holiday collection screams 'out out', and we're here for it

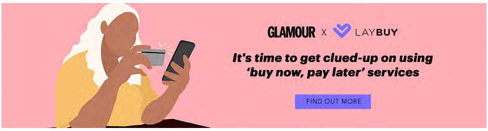
BY RESERVED

LIFESTYLE

The best gin gift sets to treat the G&T lovers in your life, whatever the occasion

Just add tonic. 🍸

BY SOPHIE COCKETT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