

## Shining stars in every product range

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**Offering a product range that always has something totally new for customers can be quite difficult. Nordstil has creative areas such as Northern Lights and Nordstil Creative, which provide plenty of variety for buyers. While Northern Lights presents fresh and original product ideas, Nordstil Creative is a platform providing creative stimuli for the current DIY trend.**

From 11 to 13 August around 40 selected craft workshops, designers, start-ups and graduates will be on view in the Northern Lights area in Hall A4. Everything will be represented there, ranging from innovative keychains, through trendy bags, jewellery and postcards to beautiful ornaments and home accessories. What they all have in common is a special touch. This is in fact very important to Peter de Vries, the curator of this area, who is himself a textile designer and lecturer at the University of Applied Sciences in Hamburg: “All the products shown here have something unusual about them. A certain something that distinguishes them from mainstream products. They have the potential of becoming shining stars within their respective product ranges.”

The Northern Lights will be coming from Denmark, Germany, the UK, the Netherlands, Sweden and Switzerland. De Vries, who is proud to have made his home in Hamburg, says: “I’m very pleased that we’ve managed



*Buchstabenorte* is one of the Northern Lights that shows a totally different side of Hamburg.

Messe Frankfurt Exhibition GmbH  
 Ludwig-Erhard-Anlage 1  
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to win so many Danish companies for the Northern Lights area.” There will also be textile design students from the University of Applied Sciences in Hamburg. They will be showing their first creative drafts on the subject of “Light and Day” as part of Northern Lights.

### **Nordstil Creative – the platform for DIY ideas**

What exactly is a “bullet journal”? What’s behind the term “hand lettering”? And why are rubber stamps so popular all of a sudden? These and many other current trends will be presented in the Nordstil Creative area Hobby & Craft in Hall A3. Clearly structured, live presentations and workshops will enable visitors to have a go themselves and try out new techniques and creative craft materials.



Packaging coach Gudrun Rohsmöller will give visitors tips on creative packaging.

Retailers can receive inspiring ideas which they can share directly with their customers. However, the workshops will also include tips and ideas on packaging and presentation at the point of sale. In addition, visitors can look forward to the packaging coach Gudrun Rohsmöller, the artist Beate Winkler, the DIY expert Sarah Senfleben from HobbyFun and the two party and home stylists Simone Schneider and Stefanie Lautenschläger.

Nordstil will be held from 11 to 13 August 2018.

### **Nordstil – regional ordering days in Hamburg**

Nordstil (11 to 13 August 2018) is the regional ordering platform for the North. It features a wide product range, covering four segments: Home & Garden, Style & Design, Gifts & Stationery, and Jewellery & Fashion. Nordstil is the regional ordering platform for spring and summer business and then again for autumn, winter and Christmas business. It is aimed at northern retailers.

### **Information for journalists:**

Further details about Nordstil can be found at <https://nordstil.messefrankfurt.com/hamburg/en/press.html>.

You can follow Nordstil on Twitter with the hashtag #nordstil: [www.twitter.com/nordstil](http://www.twitter.com/nordstil)

Nordstil

Hamburg, 11 to 13 August 2018

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's biggest trade fair, convention and event organiser with its own premises. It employs a workforce of 2,500\* at around 30 sites and generates annual sales of around EUR 661\* million. Thanks to far-reaching ties with the relevant sectors and an international sales network, the Group provides effective support for its customers and their business interests. By offering a wide range of services, both on site and online, Messe Frankfurt gives its global customers a consistently high level of flexible support in planning, organising and running their events. This wide range of services includes renting exhibition premises, trade fair construction, marketing, human resources and food services. The Group has its head office in Frankfurt am Main and is owned partly by the City of Frankfurt (60%) and partly by the State of Hesse (40%). \* Provisional key figures for 2017

Further details:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

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