

Press Release

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Good design to drive up sales: Summer Nordstil will feature both established and innovative products

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Continually surprising customers with new types of products is a fact of life for the successful retailer. The Northern Lights section at Nordstil has become well established as a beacon for everyone wanting to find something special. This year will see the new Lifestyle and Friends section in Hall A3 for the first time.

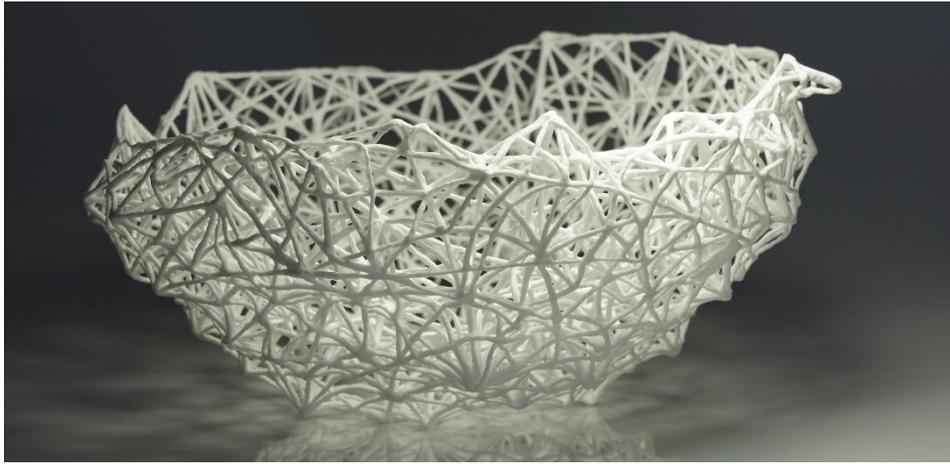
Around 40 creative companies will be presenting their unique items, ranging from trendy products to designer items, from 27 to 29 July 2019 in Hall A3. “The Northern Lights section has been an important part of Nordstil since the very beginning, with its fresh and original products. It’s also a great driving force for the consumer goods sector as a whole,” says Binu Thomas, head of Nordstil. Everything will be on view there, from innovative keychains through trendy bags, jewellery and postcards to beautiful ornaments and home accessories.



The Northern Lights section at Nordstil

Many of the exhibitors are Northern lights in a geographical sense – for instance Silke Decker from Hamburg, who won the German Design Award in 2018. She uses a porcelain strand technique to create filigree meshwork porcelain. Strands of wool are covered with porcelain paste and then individually laid over a plaster mould to form a filigree mesh. This preserves the unique strand-of-wool structure and gives the porcelain its unusual appearance. Silke Decker’s porcelain looks spectacular and is light in weight yet also robust.

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Filigree porcelain meshwork created by Silke Decker using her porcelain strand technique.

Alejandra Pinoncely is the founder and Creative Director of the young start-up Umale from Hanau, Germany. She works directly with craftworkers from various Mexican villages, helping them to expand their business outside Mexico. With integrity as well as pride, her label supports the manufacturing of wool products, using high-quality natural fibres. Every single product has a wonderful story behind it, and combines highly-qualified local craftsmanship with contemporary European design. Umale has a strong focus on ethics and fair trade.



Umale cushion made of high-quality natural wool fibres

Let's make the world a little brighter – this is the motto of LittleLight Design from Berlin. Under their label, Katharina Ploog and Sören Bergmann create handmade wooden lamps with lovingly designed details. The backdrops of the light images are recycled wine boxes dotted with LEDs. LittleLights products make very good bedside lamps as well as ornamental features on a shelf.

Nordstil

Hamburg, 27 to 29 July 2019



Nina wooden lamp by LittleLight Design

Lifestyle and Friends at Nordstil

For the first time at Nordstil this year, several members of the European Lifestyle Association will be exhibiting together in Hall A3. They include AHF/Dokson, Puffs Brause, Sigikid, Topsteam München and Wunderte. Visitors to this new section can relax at a bar that is simply ideal for a little rest. Lifestyle and Friends skilfully forms the transition between the Northern Lights and the stationery section, adding a new flair of freshness to Hall A3.

The next Nordstil will be held from 27 to 29 July 2019.

Nordstil – regional ordering days in Hamburg

Nordstil 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 the spring and summer business and then again for the autumn, winter and Christmas seasons. It is aimed at northern distributors.

Information for journalists:

Further details and photographic material of Nordstil can be found at www.nordstil.messefrankfurt.com/journalisten

Follow Nordstil on Twitter: www.twitter.com/nordstil

Background information about 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 30 sites and generates an annual revenue of around EUR 715* 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 and 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%).

Further details from: www.messefrankfurt.de

* Provisional key figures for 2018

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