

Press Release

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Now is the time for some Nordic flair: Sommer Nordstil is about to take place with 750 exhibitors on board

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From 27 to 29 July 2019 the summer edition of Nordstil will be anchoring in Hamburg with 750 exhibitors on board. This summer the regional trade fair will be *the* northern German home port for placing orders, networking and inspiration.

Trade visitors can look forward to the full bandwidth of everything that adds even more beauty to interior design, home accessories and gift-giving at Nordstil – the Regional Order Days – in Hamburg from 27 to 29 July 2019. Northern Germany's biggest regional ordering event will again transform the Hanseatic city into one of the most important order platforms in the area.

Eight anchorage points for business relationships and networking

Four product groups will extend from east to west, covering eight halls. Visitors to Gifts & Stationery (Hall A3) can look forward to a wide selection of hobby, handicraft and stationery products, as well as toys and children's clothing. Style & Design (Halls A3 and A4) will feature well-known designers, artisan studios and brands, together with their lifestyle products, ranging from the latest interior design trends to handmade mantra necklaces, doormats with a feelgood look, handwoven side tables and handbags in a minimalist design made from unprocessed German leather. Visitors focusing on Home & Garden (Halls A1 and B1-B4) will have a particularly intensive experience of the trade fair: This is the first time that all the products within this segment can be found in five adjacent halls. Without having to walk long distances and using all five senses, visitors can enjoy the full spectrum of inspiring new products associated with home, garden, food, beverages and bodycare. Lovers of accessories will find a wide selection of very special products in Jewellery & Fashion (Hall B7).

“This year's Nordstil runs under the motto: Anchorage for your success – and it covers everything that makes such a place special. Featuring around 70 exhibitors from the Nordic countries, the event will offer superb opportunities for German-Scandinavian business relations, while providing a clear overview of the latest trends. Moreover, everyone will have plenty of wind in their sails, so that they can go with the flow and feel inspired – for instance, by the curated product mix of the Village (a joint stand) or by the individualist trends and designer products of the

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Northern Lights promotional area,” says Binu Thomas, head of Nordstil.



Hall B1.0: everything for the home and garden as well as handpicked spirits selected by the Buddelhelden (beverage specialists) and the Nordstil Forum.

A successful trade fair with a wide range of networking opportunities

Whether the focus is on business, insights for the POS or inspiration through fresh, courageous ideas – a visit to this trade fair can be a great success in a variety of ways. A wide-ranging complementary programme, specially geared towards retailers, is therefore very much part of the event. “Going with the spirit of the time mainly means one thing: keep networking and above all be inquisitive. Our members want to receive more than stimulation for their eyes, their sense of touch and their business acumen, and this is also true for trade fairs. Year on year, thanks to its amazing variety of different networking formats, Nordstil and its complementary programme offer northern German retailers a unique knowledge and networking platform,” says Brigitte Nolte, CEO of the Northern German Retail Association.

At the Nordstil Forum in Hall B1.0 visitors can look forward to expert talks and workshops with valuable presentations on successful retail operations – including DIY ideas, creating customer loyalty at a time of ambitious e-commerce players and the latest trends in POS presentation and packaging. Click [here](#) for the full complementary programme.

Right opposite is a special area to make the heart of a connoisseur beat faster: the Buddelhelden (beverage specialists). New products that can be tasted and ordered include rum brands such as Ahoi and Pacha Mama as well as Krugmann and Bixnstoff.

The Village, a joint stand in Hall A4, will feature several exhibitors showing ways to enhance the customer’s buying experience further than ever. Twelve prestigious brands – including Donkey Products, Joouls and Räder – will invite trade visitors into some colourful worlds such as Pure Metallic, Natural Born and Heart of Gold, where they can stop for a while and exchange ideas.

The promotional area Northern Lights in Hall A3 will put the focus

Nordstil

Hamburg, 27 to 29 July 2019

entirely on unusual materials and surprising design ideas. This is where 40 start-ups will be presenting their fresh product and business ideas.

Hall B7 will feature fashion shows under the title Sonderfracht (Special Cargo), showing how fashion can be combined with a wide variety of Nordstil exhibitors' products. This curated selection is set to be a unique source of inspiration for retailers choosing their supplementary product ranges.

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

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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 718 million. We work very closely with our industries and provide efficient support for our customers' 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: www.messefrankfurt.com