

Press release

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Summer Nordstil 2020: Finally trade fair again

Erdmann Kilian
 Tel. +49 69 75 75-5871
 erdmann.kilian@messefrankfurt.com
 www.messefrankfurt.com
 www.nordstil.messefrankfurt.com

After the Corona lockdown, the industry was eager to meet again: to finally foster personal relationships again, to see, touch and order new products and to get lots of inspiration. Trade visitors and exhibitors were very satisfied with the Corona version of Nordstil. The consumer goods fair took place again in Hamburg, as the first Messe Frankfurt event in Germany - all under safe conditions.

Countless trade fairs were cancelled in the first half of the year. This made it all the more important for the industry to finally meet again on site and in person. Due to shorter lead times and the Corona pandemic, fewer exhibitors presented their products than in previous years. With 300 exhibitors¹ from Germany and Europe and around 5,000 trade visitors², Nordstil was one of the first trade fairs and thus an important ordering date since the beginning of the Corona pandemic. As expected, fewer but highly motivated buyers came to the fair due to the current situation. Those retailers who had deliberately decided to visit Nordstil placed very extensive orders.



Touching, networking and ordering at the Summer Nordstil 2020 in Hamburg

"We are very pleased that the high quality of visitors at this first event after the lockdown was lifted shows above all the following: The industry needs and wants trade fairs on site. Our customers want to touch products, network and order at the trade fair and meet each other personally. Even under the conditions of the New Normal and a certainly

Messe Frankfurt Exhibition GmbH
 Ludwig-Erhard-Anlage 1
 60327 Frankfurt am Main

¹ According to FKM, Nordstil Summer 2019 had 965 exhibitors.

² According to FKM, Nordstil Summer 2019 was attended by 19,185 buyers.

not easy new start, we are very satisfied with the way the event went", says Philipp Ferger, Group Show Director Consumer Goods Fairs Nordstil and Tendence.

Oliver Hagemann, communication referent at the trade association for living and office (Handelsverband Wohnen und Büro), also draws a positive conclusion: "From the point of view of the specialist trade, the post-lockdown premiere of Nordstil was a complete success in these difficult times. Thanks to the sophisticated hygiene concept, most of the North German retailers and some even retailers from North Rhine-Westphalia and Hesse were able to experience and order the latest trend and lifestyle products for the important Christmas business as well as for the coming spring and summer. The successful start gives retailers confidence to look optimistically to future order and network platforms."

Exhibitor comments

The exhibitors at Nordstil were highly satisfied with the quality of retailers. They used the trade fair intensively to meet their existing customers again after the time-out and to establish contacts with new customers.

Detlef Klatt, founder and designer Klatt Objects

"We had a lot of contact with our customers before the trade fair, who communicated clearly with us: We need a trade fair, we want to see, touch and experience products in reality again. The communication in the run-up to the trade fair worked well so that customers contacted us beforehand. We are very satisfied with Nordstil and it is good that the trade fair has set an example. We got new customers who were quite surprised to find our products here and placed good orders right away.

Jens Ristedt, plant manager Posiwio

"Although we had fewer customers than in the past, those who came to our stand came specifically, looked and bought. The quality was very good. At Nordstil this year, customers had a smaller selection of exhibitors and this change in layout meant that we also gained new customers. We definitely wanted to be at the fair and thus return to normality a little".

Anna Upleger, Managing Director of Agentur Anna Upleger

"Overall, we are very satisfied with the fair. This is a special time for all of us, which was not easy for most of us. But we are very positively surprised by the Nordstil. Of course, the usual frequency is missed, but considering what has happened in the last six months, we are very satisfied with the orders and especially with the quality of the customers who attended Nordstil. Therefore, we are very pleased that this fair has taken place".

The majority of Summer Nordstil exhibitors consisted of companies in the home and decoration sector as well as lifestyle products from well-known designers and manufacturers. The offer was rounded off by the latest trends in jewelry, fashion, gifts and stationery. The area of the Buddelhelden was a great attraction for the specialized trade: Visitors

Nordstil

Hamburg, 5 to 7 September 2020

could taste fine wines and selected spirits in hall A4.



The latest trends at the booth of Hübsch

Trends of the Summer Nordstil 2020

The Corona-conditioned time out has made us humans aware of what we should refocus and reflect on. The more uncontrollable life becomes outside of one's own four walls, the more important the personal place of retreat becomes and the way it is shaped, decorated and furnished. With bast, rattan and warm, earthy tones such as mustard yellow, we stay at home in the best summer mood even in autumn. Furthermore, a maximum of natural materials such as wood or stone is called for, as well as more natural light through many mirrors and large windows and an abundance of indoor plants. In addition, small things made of natural materials such as clay or basketware, stone coasters, textiles such as linen, wool or silk. Blue and green tones also play a special role. The home can be highlighted with furniture or home accessories in these shades. The special: The latest trend colours match many different living styles. And another plus: With these colours and some natural and maritime accessories, we bring the faraway home.

People live and consume more consciously – not only since Corona. Especially for young labels, re- and upcycling and sustainable material innovations are the focus of their collections. In addition, the aesthetics of the eco-style, with a minimum of furniture, its lightness and naturalness, brings the metropolis' inhabitants back to nature. This style never goes out of fashion and will become a real mainstream next year.

The next Winter Nordstil will take place from 16 to 18 January 2021 and the next Summer Nordstil from 24 to 26 July 2021.

Nordstil

Nordstil is the original order platform for Northern Germany and Scandinavia. In the summer of 2020, it was one of the first consumer goods fairs to be held since the outbreak of the pandemic, expanding its focus to cover the whole of Germany and offering a comprehensive product range divided into the four product areas of Home & Garden, Style & Design, Gifts & Stationery and Jewellery & Fashion. For the retail trade, it is the order date for the autumn, winter and Christmas business as well as for the subsequent spring and summer business.

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Note 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

Conzoom Solutions – The platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Nextrade – the digital marketplace

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

www.nextrade.market

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com