

Press release

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Nordlichter in Hamburg: Manufactures and Startups at Nordstil

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To always offer customers something new in the assortment is not so easy. But especially during and after the Corona pandemic even more important to stand out from the competition. The Nordlichter-area at Nordstil – this time at the new location in Hall B4 – has established itself as a beacon for everyone in search of innovations and high-quality objects.

24 creative companies will present individual trend and design products in the Nordlichter area in Hall B4 from July 24 to 26, 2021. "The Nordlichter have been an important part of Nordstil. All the products on display here are fresh and original product ideas that have something out of the ordinary. They have the potential to become the highlights of any assortment. Especially in the current situation, such incentives are needed to put customers back in the mood to buy," says Susanne Schlimgen, Director Nordstil.



The Nordlichter-area in Hall B4

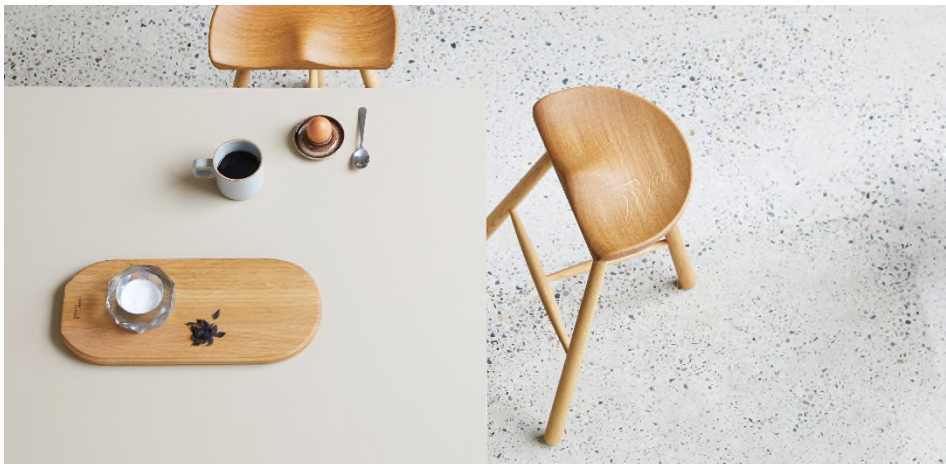
From innovative cards to trendy bags, handmade jewelry or beautiful decorative and home accessories, everything is represented in the Nordlichter area. Among them are companies that were newly founded in 2020. One of young labels is Violetta Elisa Seliger. Her jewelry pieces are characterized by their sculptural, spatial effect. When worn, the unusual jewelry pieces give a special feeling of individuality and elegance. Clear geometric shapes and a special filigree are the characteristics of the jewelry. Each piece – whether unique or small series – is of high quality and handmade.

Messe Frankfurt Exhibition GmbH
 Ludwig-Erhard-Anlage 1
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Golden pendant from Violetta Elisa Seliger

They believe in sustainability, use local materials and produce locally. The Danish label Form & Refine is a design brand that thus reduces its CO₂ footprint. Founded in 2018 by Helle Herman Mortensen, Jonas Herman Pedersen and Lasse Lund Lauridsen, the young label is dedicated to preserving our planet with design-driven products made of wood. In doing so, they have created a value-driven brand with an exceptional design philosophy.



Kitchen-Bar from Form & Refine

The Hamburg-based label Kartenmarie also attaches great importance to sustainability. The two friends Sandra and Inka love cards. Their range consists of beautiful motifs printed on high-quality natural cardboard – very personal, handmade, with a lot of heart and love. The cards are a small, precious gift for any occasion – whether cheerful, funny, heartfelt or mindful and thoughtful – with them, writing is simply a joy. All cards are produced in Germany and support the small printers in the surrounding area.

Nordstil

Hamburg 24 to 26 July 2021



Write with pleasure: Printed cards from label card marie

A real eye-catcher on the beach is the BeachButler. At the company founded in 2020, each small beach table is individual and unique like nature. These are manufactured by the Lebenshilfe Wetzlar Weilburg and thus supports the work of people with disabilities. The small table made of high-quality solid wood has two drink holders to safely place glasses, wine glasses, drink cans or bottles and is perfect for a relaxed picnic on the beach.



A real eye-catcher: The BeachButler for on the road

Summer Nordstil will take place from July 24 to 26, 2021.

Nordstil

Nordstil is the order platform for Northern Germany and Scandinavia. It offers a comprehensive product range divided into the following product areas of Home & Garden, Style & Design, Kitchen & Gourmet, Gifts & Stationery and Jewellery & Fashion. For retailers, it is the regional ordering date for spring and summer business, as well as for fall, winter and Christmas business.

Note for journalists:

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

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www.conzoom.solutions

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

* preliminary figures 2020