

Press release

April 2021

Summer Nordstil: Finally space for inspiration and exchange again

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Nordstil is an important place for retailers to order, network and be inspired. Especially in a time when online determines our lives, personal exchange is missing. That's why real encounters are so important at the moment. Visitors will find creative ideas and exciting impulses in the Village. Trendy home accessories will be on display at the Promperu special presentation, and the Buddelhelden will be inviting visitors to taste their products in Hall B2.

They are design-oriented and come up with quite a few ideas for the retail trade: From July 24 to 26, 2021, six renowned companies will be showing exciting and practical ideas for assortment design in the Village at the new location in Hall B5 and offering space for discussions. In the successful special area, they will not only show current trends and innovations, but also present an inspiring product mix. "One thing is certain: There is a strong desire for the industry to exchange ideas in person and on site. We all long to present our novelties to a wider audience and need the professional feedback for further development. The informal exchange of experiences with visitors and fellow exhibitors is so important and unique at trade shows – that's something that's very lacking at the moment. That's why we are looking forward to good conversations and haptic shopping experiences at Nordstil," says Christian Schmidt, Managing Director of the Gift Company. In addition to the Gift Company, the companies bLuxe, Frohstoff, Good old friends, ppd Paperproducts and Sompex are participating.



Village at Summer-Nordstil

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

Fresh ideas will be on display at the Promperu special presentation in Hall B5. Eight established Peruvian companies want to conquer the German market with their trendy accessories such as bedspreads, cushions or rugs made of alpaca wool. The sustainable products come in plain colors and motifs.

Each noble drop has its own special story. The area of the Buddelhelden is one of the contact points of the Nordstil. Exhibitors of wine and spirits such as Destille Kaltenthaler, Hafencity, Nork, St. Kilian and Tastillery explain the concept behind their signature drinks over a glass in Hall B2. The area invites to tasting, exchange and ordering.

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

Follow Nordstil on Instagram: www.instagram.com/nordstilmesse

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. 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

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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

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