

## nordstil

### Great atmosphere and successful business – the summer Nordstil was the place-to-be for the industry in the north

**Hamburg, 25 July 2022. Refreshing lifestyle and trend products for the North on three hot summer days: With 640 exhibitors<sup>1</sup> and an inspiring outlook on the fall and winter business as well as on the upcoming Christmas season, Nordstil put its 8,000 visitors<sup>2</sup> in a buying mood. Lectures on digital strategies, assortment selection and product presentations at the point of sale in the Nordstil Forum complemented the wide range of offerings.**

Despite the tropical weather in the Hanseatic city, the focus was on ordering, networking, and inspiration. With an increase in exhibitors of 20 percent and more than 8,000 trade visitors, high order numbers and intensive industry exchange, the Sommer-Nordstil 2022 was once again the most important event for the consumer goods industry in the North. "Personal encounters are more valuable than ever. This has been shown once again by the excellent atmosphere as well as the good quality of visitors over the last three days! Despite completely new, extensive and, thus, challenging general conditions, Nordstil was the place-to-be to do business this summer," says Philipp Ferger, Vice President Consumer Goods Fairs, Messe Frankfurt Exhibition.



Not only the exhibitors love Nordstil... Photo: Messe Frankfurt / Jean-Luc Valentin

The diverse range with an extensive supporting program offered plenty of inspiration for the own business. Retailers used the three days of the trade show to order seasonal products for the upcoming Christmas business on site. The high quality of the exhibitors also ensured great satisfaction among the visitors.

<sup>1</sup> FKM certified, 507 exhibitors showed at Nordstil in summer 2021

<sup>2</sup> FKM certified, 7,701 buyers visited Nordstil in summer 2021

Oliver Hagemann, speaker/communications at the Trade Association Home and Office (HWB), also draws a positive conclusion: "The summer and winter editions of Nordstil are firmly anchored in the diary of the northern and central German retail trade. Also this summer, the fair attendance was again extremely worthwhile itself for the trade. A considerable number of exhibitors presented an exciting, diverse selection of new, decorative and high-quality goods for the fall/winter and Christmas business. Once again it became more than clear how important the haptic experience of the goods and the personal exchange are for the trade. Nordstil is the ideal regional showcase for this."

### **Exhibitor comments**

The exhibitors at this year's Nordstil were satisfied with the quality of the visitors. The trade fair was used intensively to cultivate contacts with German and Scandinavian regular and new customers and to present new products.

### **Andreas Hofmann, Managing Director Delikatessen Winkel**

"The trade fair was surprisingly good. Due to Covid and the current developments, we had expected that the visitors would still be restrained. But we are extremely busy - I can explain it with the fact that people do not want to give such large gifts in the current situation, but keep the money together. So we are naturally more in demand with the small gifts. For us, Nordstil was the best trade fair we've ever had, with many orders."

### **Dimi Aptidis, Sales Director Good old friends**

"We had a great first day with a high frequency of visitors. People have a high dwell time and were also not reluctant to order. Nordstil is still our favorite trade fair. The organization is simply outstandingly good and with the Village we have a home here that represents something very special for us. We have thus created an extraordinary meeting place for the industry. And that's nice."

### **Tim Schuberth, Sales Management Grafikwerkstatt**

"We are satisfied with the fair. For the first time, Nordstil took place again without restrictions. That was of course great and important - and it was also noticeable among the visitors. They were much more relaxed again. We had many positive conversations. Of course, you have to set the expectations to a normal level for an event that is still taking place during the pandemic. For the general conditions, we are quite satisfied and thus it was a successful trade show with customers who discovered us for the first time and many existing customers. Now we are looking forward to the event in winter."

Visitors and exhibitors alike praised the planning and structure of Nordstil. Heike Tscherwinka, Managing Director of the European Lifestyle Association (EVL): "Nordstil is the most beautiful regional trade fair we have."

### **Nextrade at Nordstil**

With its optimized order processes, data management and combination of additional services and products, the digital order and data platform Nextrade has become an all-rounder when it comes to the digitization of retail. Currently, more than 10,000 retailers order from 400 brands on the online portal. It is also available at any time of day or night, 365 days a year. Nordstil offered retailers the opportunity for personal exchange. The B2B data and order platform presented its portfolio directly on site at its own booth and as part of the lecture program of the Nordstil Forum. Interested parties were able to see live on screen which advantages Nextrade offers and to get to know the portal in more detail.



In simple elegance comes the trend color combination black & white Photo: Messe Frankfurt / Jean-Luc Valentin

## **Black and white color mix, FurNEARture interior and handmade: Trends of the summer Nordstil 2022**

In addition to familiar home trends such as cream tones, natural materials and the calm balance in your own home, this year new styles also provide a diverse source of inspiration. In timeless, simple elegance comes the trend color combination black & white. They couldn't be more contrasting and yet, or precisely because of that, they complement each other so perfectly in their interplay. Artistic calligraphy prints, elegant marble or fine black-and-white patterns on home textiles and -accessories exude a harmonious and exciting living flair.

Cream tones continue to be popular. They mix with pastel shades of mint green. Neon accents provide the refreshing color kicks and set exciting contrasts to the quiet neutral tones. Whether in simple nuances or with gaudy color accents and playful patterns: transparent lighting and statement vases are currently an absolute must-have.

The topics of sustainability and recyclable materials continue to be topical. The focus is not only on regional production, but also on the regional sourcing of materials.

"FurNEARture" is the name of the trend towards regionalization, in response to the climate crisis and global supply difficulties. In addition to a reduced carbon footprint, this also promotes the appreciation of local manufacturers. When it comes to materials, the motto continues to be "imperfect is the new perfect." Genuine craftsmanship that shines in its imperfection and authenticity is the answer to minimalism, which has shaped the design scene in recent years with its simple, classic style. The handmade look is also very much in vogue - with patchwork patterns, unpolished surfaces or natural materials. Those looking for that year-round vacation feeling will find the maritime look in sea blue and cloudy white in many tableware collections – from anchor shapes, maritime silkscreen motifs and stoneware tableware to bowls in stylish aqua tones.

The next Winter Nordstil will be take place from 14 to 16 January, 2023 and the next Summer Nordstil will be take place from 22 to 24 July, 2023.

### **Information for journalists:**

Further details and photographic material of Nordstil can be found at [www.nordstil.messefrankfurt.com/press](http://www.nordstil.messefrankfurt.com/press)

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**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.

[nordstil.messefrankfurt.com](http://nordstil.messefrankfurt.com)

**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](http://www.conzoom.solutions)

**Nexttrade - the order and data platform for the home & living industry**

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

[www.nexttrade.solutions](http://www.nexttrade.solutions)

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another

of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters 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](http://www.messefrankfurt.com)