



Compass for innovative designs and creative impulses: Nordlichter and Village show the flag again at Nordstil

Frankfurt am Main, April 2023. The North is calling! From 22 to 24 July, the Sommer-Nordstil will take place in Hamburg again. There, hall A3 will attract trade visitors with its inspiring special areas: The Nordlichter provide groundbreaking impulses, creative designs and innovative product worlds for the coming ordering season. And, once again, the Design Zentrum Hamburg will be there with sustainable collections. Another highlight of the fair is the Village, where ten attractive brands provide imaginative ideas for the point of sale and prove how strong the community of the regional order fair is.

It is an anchorage point for strong brands, successful companies, innovative start-ups and creative manufactures: The Nordstil will once again present modern designs, individual craftsmanship and exciting new products this summer and attract renowned representatives from the design, home, and lifestyle industry to Hamburg. Hall A3 is the main public magnet, attracting trade visitors with its inspiring special presentations. Innovative and different, the Nordlichter set a trend-setting course here: in the Nordlichter area, 20 national and international labels, start-ups and manufactories, handicraft businesses and young talents present their designs and new products. With their innovative approaches, they set sail towards modern, contemporary ranges. Many of the selected items are handmade, produced in an environmentally friendly way or from regional businesses and appeal to a sustainability-oriented audience. The unique product world ranges from jewellery, cosmetics and accessories to stationery and gourmet gifts to textiles and home accessories. Through state-of-the-art design processes, the Romanian brand **Drag & Drop Design**, for example, combines technology with craftsmanship and creates distinctive products with a focus on sustainability. Thanks to a detailed 3D printing process, the design studio explores diverse shapes, patterns and design possibilities. The curved vases, lamps and planters in natural colours redefine the aesthetics and function of everyday objects. Optimising everyday objects and counteracting the fast-moving mass market is also the goal of **Juvahem**. The Hamburg-based label focuses on sustainability throughout the entire design process – from the materials to the production and final packaging. In their clear designs, the founders are inspired by Swedish cosiness. Their étagère "Hightray" is made of historic oak wood and robust steel combines aesthetics, quality, functionality and durability. The Dutch brand **naais** focuses on safety: designer Olav van Lede's approach is that beautiful, well-designed products get into people's living environments more quickly. With his high-quality, aesthetic fire blankets, he pursues the goal of making the topic of fire protection attractive and accessible to a broad public. The fire blankets in bright colours and creative designs are not only providing safety, but are also real eye-catchers by themselves.



Individual designs and groundbreaking impulses are provided by the Nordlichter Areal. Photo: Messe Frankfurt/Jean-Luc Valentin.

Sustainable designs from Hamburg

It's worth sailing by: this summer, the Design Zentrum Hamburg will once again have a stand at Nordstil, offering selected designers and young brands from the city the chance to show their sustainable products and collections to a trade fair audience for the first time. The label **Potted Furniture** transforms every room into a small oasis: The wave-shaped benches integrate plant pots and create space for privacy or for meetings in the green. The wooden benches in bright colours are made in Germany and are 100 percent recyclable. Thanks to the modular elements, they can be converted or extended at any time without harming the plants. **Kitsch Kiosk** provides good mood and colourful designs: The label produces handmade, sustainable jewellery made of glass. The colourful unique pieces stand for short transport routes, durable materials and respectful treatment of people and nature. Fashion designer **Paul Kadjo** specialises in upcycling and turns old into new: in his studio, handmade, sustainably produced garments and accessories are created with attention to detail. The unconventional, unique pieces set an example against mass production. The start-up **Tentation** also brings broken things back to life. The label rescues old, damaged tent tarpaulins and recycles them into fashionable fashion pieces, such as waterproof mackintoshes and hats.



Small oasis: The sustainable label Potted Furniture integrates plant pots into their designs. Photo: Potted Furniture.

Creative kollektive

The Nordstil Village is staged as a joint exhibitor collective: ten creative brands offer design concepts for the point of sale in the marketplace. The Village invites trade visitors to linger, network and order and gives concrete impulses on how the trade and retail

sector can encourage customers to enter, browse and buy. The wide range of products extends from decorative and gift articles, textiles and jewellery to tableware, lamps and furniture. The brands Bluxe, Frohstoff, Gift Company, Good Old Friends, Mossapour Interior Designs, Paperproducts Design, Pink Stories and Sompex are among the German Village members. The Danish brands Bon Dep As No Filial and Piffany Copenhagen are also permanent members of the creative collective. The common goal: to offer customers inspiration and a break from the hustle and bustle of the fair. As one of the Village members, Tobias Pommerich, Marketing Director Paperproducts Design, emphasises the joint appearance organised by the exhibitors themselves: "The individual collections of the Village members can be combined at the point of sale. Customers will thus find a wide selection of interlocking design products in the Village. By occupying a common space and decorating the products of all members together within the trend themes, we present new concepts and fresh inspirations for the point of sale. We are pleased that we address at least 30 percent of a common target group – and the trend is rising." This summer, visitors of the Village can expect designs and products around the trend themes "Gold Rush" and "Silver Mine", which focus on metallic silver, grey and gold tones. On the other hand, calming green tones and materials from nature are also strongly present in the coming season. Monochrome shades of beige, white and black make for clean designs and are contrasted with the bright contrasting colours from the "True Color" trend theme.

Information for journalists:

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

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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.

nmedia.hub: The order and content platform for the home & living industry

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year. www.nmedia.solutions

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 sale. 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

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 some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

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

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).

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* Preliminary figures for 2022