

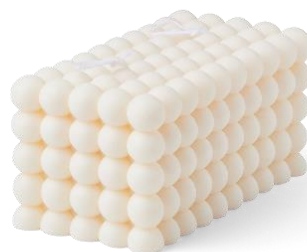
nordstil

Journey into the coming season: Trend Islands and Storetour show worlds of experience for the point of sale at Nordstil

Frankfurt am Main, June 2023. Where is the journey heading in the upcoming season? To this, the Trend Islands adjacent to the Nordstil Forum in Hall B1.0 will present inspiration at the Sommer Nordstil 2023. These will showcase products from selected Nordstil exhibitors in an imaginative way and provide retailers with concrete design tips for the point-of-sale. Creative ideas will also be provided by the first-ever guided Storetour in Hamburg, which will present original store concepts in the Hanseatic city.

How can assortments be staged in an exciting way and unique shopping experiences be created? What are the current trends and design concepts? And how can customers be encouraged to enter and linger, to browse and buy? Answers to these questions are provided by the Trend Islands curated exclusively for the summer Nordstil: under the mottoes "Social Cocooning" and "Rather Enchanting", they invite visitors to immerse themselves in the trend worlds of the coming season. "The Trend Islands at Nordstil provide inspiration for the point of sale and show retailers in concrete terms how trends can be practically implemented in assortment and product design," says Susanne Schlimgen, Director Nordstil. Curator Olaf Stademann, Window & Store Designer and expert in visual merchandising, presents the Trend Islands in the adjacent Nordstil Forum on a daily basis and shows how customers can be captivated with original displays. "This season, the Trend Islands reflect the needs for the cold, dark season and for the upcoming festive season: on the one hand, it's about the rediscovered new cosiness, on the other hand, there is a lot of glitter, glamour and strong colour contrasts to discover. My recommendation: a mix of different product groups. This awakens emotions and creates new buying impulses", reveals Olaf Stademann. These are the Trend Islands at the Sommer-Nordstil 2023:

Social Cocooning



The fluffy faux-fur cushions by Skinnwille and the bubble candles by Vivi. create a cosy feel-good atmosphere. Photos: Skinnwille and by Vivi.

This Trend Island is all about cosiness and socialising: the focus is on retreating into one's own home and cosy get-togethers with family and friends while cooking, baking or crafting. The perfect occasion for a beautifully laid table and a lovingly decorated home! Table decorations with ceramics and clay, candles and scented oils as well as home accessories made of natural materials such as grasses and raffia, wood, cork or wool underline the cosy feel-good atmosphere. Soft colours such as beige, cream and taupe as well as warm green and earthy tones additionally ensure relaxation. The focus on nature and sustainability is ground-breaking.

Rather Enchanting



Setting festive accents: the colourful cushions by Eagle Products and the shimmering "Everest" whiskey glass by Mags. Photos: Eagle Products and Mags.

Immerse yourself in the magical world of festivities: The Trend Island "Rather Enchanting" creates the festive setting for the entire home with shimmering, sparkling and dazzling decorations. Iridescent surfaces set special accents: smoothly polished porcelain, the glow of lights in glass objects, reflections in glass spheres and metallic surfaces create magical moments. Flowing textiles and delicate, filigree room and table decorations made of feathers and paper bring lightness. A play of strong colour contrasts between white, pink, lilac and purple create excitement and metallic gold and silver tones set festive, extravagant accents.

Original store concepts in Hamburg

The Storetour with Daniel Schnödt from Trendforum Retail will also provide creative ideas for shop design and product display: on the fair's first day - Saturday - he will lead a tour through Hamburg and present three successful retail concepts. The tour offers exciting background knowledge and the opportunity to talk to founders directly on site. The first port of call is the multi-award-winning delicatessen shop **Mutterland**. There, customers will find traditionally produced delicacies from small manufacturers in Germany. At **Søstrene Grene**, managing director Mogens Link Schmidt provides insights into the history, product presentation and pricing of the successful retail chain for lifestyle, home accessories and DIY. The tour ends at **Torquato**: the successful omnichannel company presents high-quality products in the exclusive surroundings of the 19th century city palais in Hohe Bleichen. Visitors of the Storetour can also visit Nordstil with their ticket. After the Storetour, they will travel to the trade fair together. It's worth registering! For further information please visit [Store Tour Sommer 2023 \(messefrankfurt.com\)](https://www.messefrankfurt.com/en/store-tour-sommer-2023).

Information for journalists: Further details and photographic material of Nordstil can be found at nordstil.messefrankfurt.com/press

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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

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.

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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

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). For more information, please visit our website at: www.messefrankfurt.com * Preliminary figures for 2022