

nordstil

Full speed ahead! Sommer Nordstil gets the consumer goods industry in Hamburg together again

Frankfurt am Main, July 2023. This coming Saturday, Sommer Nordstil will once again fly its flag in Hamburg. The regional trade fair is the most important ordering event in northern Germany and southern Scandinavia. Around 600 exhibitors are drawn to the Hanseatic city to present their unique product worlds and innovative designs at Nordstil. The industry meets there to network, to order and to exchange specialist knowledge.

The compass is set towards business success: around 600 exhibitors from 21 different countries will meet at the Sommer Nordstil in Hamburg from 22 to 24 July. At the exhibition ground, they will present their highlights for the upcoming autumn, winter and Christmas season in Halls A1, A3 and A4 and Halls B1, B2, B3 and B4 for three days. As an industry meeting place, ordering platform and source of inspiration, Nordstil is unique in the region and offers buyers the opportunity to stock up on assortments and reorder trends at short notice. "Nordstil shows a versatile product range and unconventional ideas for retailers. At the same time, it specifically addresses current challenges and market developments and offers concrete solutions. It is a platform for business as well as for personal encounters. We are looking forward to seeing you again in summery Hamburg", says Susanne Schlingensiefen, Director Nordstil.



Nordstil: home port for individual designs and creative impulses. Photo: Messe Frankfurt / Jean-Luc Valentin.

Treasure chest for innovative product worlds

Nordstil promises exciting new products, modern designs and individual craftsmanship in seven halls on the A and B grounds. Interesting trade fair (re)entrants and renowned manufacturers are anchoring again. All participating companies can be found in the [exhibitor and product search](#). Nordstil sets sail for the summer edition with a novelty: the freshly designed area **Anleger B3** is the contact point for new exhibitors and returnees and creatively stages a colourful variety of products in Hall B3. In the **Home & Garden** area (Hall A1, A4), the Scandinavian company Miljögården comes on board with unique furniture and decorative objects, whether modern or vintage style. The Swedish lifestyle brand Lexington Company convinces with timeless collections, luxurious home textiles and fashion items with a sustainable focus. Vosteen, the decoration and florist supplies company from Bremen, provides a floral ambience. The latest in **Style & Design** (Hall A3, A4) will be presented by the Hamburg-based manufacturer uccellino with unusual designer furniture and home accessories. For the first time, Höfats will show exclusive

fire-related products, from barbecues to small table fires and fire baskets for cosy moments. At **Kitchen & Gourmet** (Hall B1.0, B1.1) there will be trendy products for gourmets: the Swiss company Kuhn Rikon will shine with exclusive pots, pans, cutting and kitchen utensils. Brussels Steel- Eigenart will also show high-quality kitchenware – with tins, porcelain and glassware made of tinplate. New products for **Gifts & Stationery** (Halls B1.0, B2.0, B3.0) will be presented by KadoDesign, which will delight visitors with its trend-oriented gifts, fine stationery and exclusive packaging materials. And at **Jewellery & Fashion** (Hall B3, B4), the individually crafted one-of-a-kind jewellery by Tipico-eigenArt will glitter and sparkle.

Inspiration and expertise in one place

Exciting expert lectures, practical workshops and inspiring trend insights: In the **Nordstil Forum** in Hall B1.0, visitors can look forward to a colourful programme with fresh impulses and valuable industry knowledge on all three days of the fair. The **Trend Islands** adjacent to the forum optimally complement the lecture programme and give retailers concrete tips on how to create original product displays. Under the mottoes "Social Cocooning" and "Rather Enchanting" they set the scene for products from selected Nordstil exhibitors and invite visitors to immerse themselves in the trend worlds of the coming season. The programme of the Nordstil Forum can be found in the [event calendar](#).



Original displays at the Trend Islands. Photo: Messe Frankfurt/Jean-Luc Valentin.

Trends as spaces to experience

The inspiring special areas at Nordstil bring trends to life and are trade fair highlights that visitors should not miss: In the **Nordstil Village** in Hall A3, ten brands invite you as an exhibitor community to stay, network and order. The marketplace provides creative concepts for the point of sale and practical tips on how customers can be encouraged to enter and buy. Also in Hall A3, 20 national and international labels, start-ups, manufactures, craft businesses, and design talents will be setting sail with their innovative approaches in the **Nordlichter** area. Many of the selected articles are produced in an environmentally friendly way, handmade or from a regional background. In Hall A3, the **Design Zentrum Hamburg** offers selected designers and young brands from the city itself the chance to show their sustainable products and collections to a trade fair audience for the first time. And for liquid trends, the **Buddelhelden** in Hall B1.0 are the place to go: whether wine, spirits or surprising taste experiences – the original gift ideas and drinks to sample and order will make gourmet hearts beat faster!

Information for journalists: Further details and photographic material of Nordstil can be found at 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

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

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

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 2,160 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 €454 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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