



Trends to touch: Trend tables at Nordstil

Frankfurt am Main, January 2023. *Inspired by Nature* und *Colourful Energy*: These are the mottos of this year's trend tables, which have been put together exclusively for Nordstil. The trend tables are decorated with products from exhibitors and invite retailers to discover and experience the trend highlights of the coming season and to be inspired for their own point of sale design.

To inform oneself about trends in theory is one thing - to experience them live and with matching products, this is made possible on all three days of the trade fair by the trend tables adjacent to the Nordstil Forum in Hall B1.0. Decorated with products from selected Nordstil exhibitors, the trend tables show how a target-oriented and contemporary product staging can look like under the mottos **Inspired by Nature** and **Colourful Energy**. "Above all, Winter Nordstil sets the mood for the season of colorful and carefree outdoor time - as a balm for our souls. It motivates with a look at fresh assortments," says Susanne Schlimgen, Head of Nordstil. "Visitors will get a first overview of this at our trend tables in the Nordstil Forum with the two main themes. On the one hand, nature-loving and sustainable products that stand for peace, deceleration and mindfulness. On the other hand, colourful, carefree outdoor lovers' pieces that accompany us into and through the warmer season."

This time, the curator is window & store designer and visual merchandising expert Olaf Stademann. "Visitors can look forward to interesting and innovative products presented on the two trend tables," says the designer. In addition, he will be giving a daily talk at the Nordstil Forum about the designed tables and providing practical tips on how retailers can inspire customers with original product presentations.

Inspired by Nature

On this trend table, nature is the guide. Natural and sustainable materials such as wood, clay, leather, ceramics, cork, linen and moss show what connects us with nature and brings it closer to us. Natural materials and soft colours such as wool white, cream, caramel emphasize natural living. They are combined with warm earth tones such as powder, cappuccino and terracotta and rounded off with stone gray, moss green and sage. The interplay of simple and pure colours and materials is as soothing and harmonious as nature itself.



With great care and attention to detail MOYA manufacture products from natural birch bark, which combine modern design with a long-standing Siberian craftsmanship tradition.



Timeless aesthetics: The pure design of the tableware 'skagen stone' by Ritzenhoff & Breker

Colourful Energy

This colourful and refreshing staging is characterized by bright summer tones and powerful colours such as mango, petrol, orange-yellow, orange-red and blue. Contrasting nuances and strong contrasts make this table an eye-catcher and create an exciting atmosphere. A presentation full of energy displayed with the help of light, acrylic and glass creates an optimistic mood. Colour blocking and complementary colours add further unusual accents.



The gaudy candle holders 'Isolde' from dekoop are luminous unique pieces



Melamine cup by RICE
with cool colourful print – good mood guaranteed!

The complete framework program is also available online:

nordstil.messefrankfurt.com/events

Hamburg Highlights

If you want to extend your stay in the beautiful port city of Hamburg or want to indulge in some culture and culinary delights after the diverse range of products at Nordstil, you will find exclusive tips here - from beautiful places to stay to must-sees and culinary highlights:

nordstil.messefrankfurt.com/hamburg-tips

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

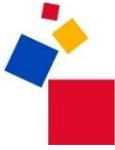
Information for journalists:

Further details and photographic material of Nordstil can be found at

www.nordstil.messefrankfurt.com/press

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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.

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.

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.

nmedia.solutions

Background information: Sustainable 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