

## Anything but ordinary: Nordstil summer edition ready to order

**Frankfurt am Main, March 2024. "From the region for the region" is the guiding principle of the upcoming Nordstil summer edition, which takes place from 27 to 29 July. In close connection with the Hamburg venue and in the spirit of sustainability, Nordstil supports the region in a variety of ways. Retailers in the north can expect a wide range of brand manufacturers, striking start-ups, original manufacturers and young designers in their usual nonstandard way. Inspiration guaranteed!**

To mark the tenth anniversary of Nordstil in 2024, the trade fair would like to give its home region a gift that reflects the idea of longevity and sustainability: With 20 trees planted around the northern German city of Itzehoe in collaboration with the PLANT-MY-TREE foundation, Nordstil is making a regional contribution to a natural balance. On a social level, the trade fair team pursues their commitment with a green donation: instead of being disposed of as waste, the extensive plant decorations from the winter edition are now enlivening the classrooms and common spaces of Ida Ehre School in Hamburg after their "first life" as part of the hall frame design. Being a multi-awarded "climate school", Ida Ehre School is a regional beacon for climate protection. At their new home, the flowers and herbs ensure a good climate - in every respect. "Nordstil is firmly anchored, or rather rooted, in the north. We are appreciated as a reliable partner for manufacturers and retailers. We wish to demonstrate visibly our own appreciation of this long-standing relationship with our commitment to sustainability and to the people in the region," explains Susanne Schlimgen, Director of Nordstil.



From left to right, Georgios Buklis from the Nordstil team at Messe Frankfurt, student representatives Emilie Althoff, Selma Merz and Minna Husen with Nordstil Director Susanne Schlimgen and Jörg Deger, head of the senior classes at Ida Ehre school. Picture: Messe Frankfurt / Jean-Luc Valentin

"With regards to the summer edition of Nordstil, things are looking good: We have already reached 85 per cent of last year's level of registrations. This is a positive signal into the market, especially in view of the currently challenging economic situation. We are looking forward to making our contribution to good, successful business once again."

### A beacon for retailers in the north

With its wide range of products, Nordstil points the way for retailers in the north in terms of trends for the upcoming season: visitors will find high-quality lifestyle products in Halls A3 and A4 for everything to do with style & design. Exhibitors in the product segment of home & garden in Halls A1 and A4 will be showing what makes the domestic sphere an oasis of well-being. Hall B1 on both hall levels is the quintessential place for indulgence: This is where exquisite giftable food and stylish kitchen accessories are presented - a sensual inspiration for original additional product ranges at the point of sale. Visitors will find everything to do with beautiful gifts, toys and writing in the Gifts & Stationery segment, which extends over the ground floors of Halls B1 and B2. Jewellery & Fashion can be found in Halls B3.EG and B4.EG. With an attractive range of complete stands, the Anleger in Hall B4.EG provides a stage for trade fair newcomers. Anyone looking for high-quality products in small quantities, imaginative manufacturers and unusual designs will find what they are looking for in the curated promotional area of the Nordlichter in Hall A3. Applications for the Nordlichter area can be submitted until 28 March. Further information is available under <https://nordstil.messefrankfurt.com/nordlichter>.



The site plan for Summer Nordstil 2024. graphic: Messe Frankfurt.

The Summer Nordstil will take place from 27 to 29 July 2024.  
The next Winter Nordstil will take place from 11 to 13 January 2025.

**Information for journalists:** Further details and photographic material of Nordstil can be found at <https://nordstil.messefrankfurt.com/hamburg/en/press.html>

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**Your contact:**

Antje Janes-Linnerth

Tel.: +49 69 7575-5083

[antje.janes-linnerth@messefrankfurt.com](mailto:antje.janes-linnerth@messefrankfurt.com)

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

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