

nordstil

New special presentation Ethical Style by Nordstil for sustainable product ranges

Frankfurt am Main, Juni 2024. With the curated Ethical Style programme, Nordstil holds inspiration galore for a more sustainable point of sale. On two themed Ethical Style spots, visitors may find a selection of beautiful pieces from a sustainable production. The programme Ethical Style by Nordstil provides retailers with orientation and points the way towards the right partners for their own portfolio.

With two themed Ethical Style Spots in Hall B1.EG, Nordstil is focussing on sustainability more than ever before. Visitors will find inspiration for the presentation of sustainable product ranges in two different style worlds. The product presentation under the motto **Vivid & Colourful** conveys fun and lightness: patterns and prints borrowed from nature, natural shapes and materials come into their own, especially with handcrafted textiles. In terms of colour, anything that is possible in nature is allowed. Lightness is created by combining sustainable materials with great craftsmanship and high quality. Dressed in the cheerful, colourful wool from traditional manufacturer Öjbro and snuggled up in sunny yellow or pink plaids from Klippan, with a tea from the Urban Tea Factory in colourful cups from Wächtersbach, the cold season can come.

With the **Calm & Natural** theme, the spotlight is on natural aesthetics and the choice of materials. Klatt Objects collaborates with artisans and family businesses in the Philippines to create exquisite pieces that are pleasing to the eye. The Christmassy felt figurines by Gry & Sif bring a smile to more than just children, as do the baby blankets by David Fussenegger. Home accessories made of wood or ceramic from Tranquillo and FAIRWERK, from Side by Side by Caritas Wendelstein Werkstätten and from Steinhöringer Werkstätten enchant with their quality and precision craftsmanship - and the certainty that you are helping to shape a piece of society in a meaningful way with every purchase. The companies listed under Ethical Style by Nordstil can be found in the exhibitor and product search under the corresponding filter: [Nordstil – exhibitors and products at Nordstil Summer 2024](#).



Sustainability and quality are in high demand: this is impressively reflected in the large number of new exhibitors from the Nordic countries at Nordstil summer edition. © Messe Frankfurt / Jean-Luc Valentin

The next Nordstil winter edition 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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