

news +++ Nordstil
27 – 29 July 2024

nordstil

The anniversary continues: Nordstil summer welcomes retailers to Hamburg

Frankfurt am Main, July 2024. From 27 to 29 July, Nordstil summer will once again be the focal point for fall and winter product ranges. Visitors from northern Germany and Scandinavia can expect a wide range of products from around 600 exhibitors, diverse networking opportunities and a wealth of expert knowledge on the megatrend of sustainability at this anniversary edition at the Hamburg exhibition center.

This Saturday, on July 27th, 2024, Nordstil summer opens the order season in Northern Europe in its tenth anniversary year with around 600 exhibitors from 23 countries. Trade visitors will find in seven halls everything in the product groups **Gifts & Stationery, Home & Garden, Kitchen & Gourmet, Jewellery & Fashion** and **Style & Design**. The curated special presentations and the Nordstil Forum lecture area round off the trade fair's offering – for exciting product ranges and first-hand industry knowledge with a focus on sustainability. For the first time: Two **Ethical Style Spots (Hall B1.EG)** offer inspiration directly for the point of sale – staged with sustainably manufactured exhibitor products.



Creative impulses for original product ranges at Nordstil. © Messe Frankfurt / Jean-Luc Valentin

“In today's world, ordinary life, the home, the garden and gift-giving to family and friends are what make life more beautiful and worth living. With its wide range of brand manufacturers, original manufactories and young designers, Nordstil offers exactly that - tangible, fresh and success-oriented“, explains Susanne Schlimgen, Director Nordstil. „The trade fair will be an unmissable event with promising products and exciting ideas for the coming fall and winter. For a successful and efficient trade fair visit, I recommend planning your visit carefully. The [Nordstil Navigator app](#), the [exhibitor & product search](#) and the [event calendar](#) can be of great help here“, Schlimgen continues.

Megatrend sustainability

The **Ethical Style by Nordstil** programme offers orientation and an efficient search tool for the right business partners. Taking various aspects of sustainability into account, a selected jury curated 38 exhibitors that can be found quickly and easily via the exhibitor search. With the two **Ethical Style Spots** under the themes "Calm & Natural" and "Vivid & Colorful" (**Hall B1.EG**), visitors can discover a selection of these exhibitors' products staged for the point of sale. In the **Nordstil Forum (Hall B1.EG, booth B10)**, experts will share their recipes for success and offer a wide range of insights into the megatrend of sustainability and beyond – for successful business concepts relating to topics that move the retail sector.

Variety of products in every respect

Seven halls bursting with exciting designs, new products and craftsmanship with a love of detail: Behind the **Gifts & Stationery** product group (**Hall B1.EG, B2.EG**) lies the world of gift-giving, with lots of creativity and extraordinary products for gift baskets for young and old. **Home & Garden (Hall A1, A4)** brings the feel-good factor to the Hamburg exhibition grounds and presents everything for a beautiful home and everyday life. In the **Kitchen & Gourmet** product group (**Hall B1.EG, B1.OG**), trade visitors will find exciting additional product ranges. Nordstil offers plenty of fashion inspiration and sparkling product ranges with **Jewellery & Fashion (Hall B3.EG, B4.EG)**. At **Style & Design (Hall A3, A4)**, visitors will be surprised by a wide range of innovative product ideas that impress with their high quality and design.

The curated promotional area **Nordlichter** in Hall A3 will present unique creations. In the same hall, the **Village** will present "hands-on" suggestions for the presentation of products at the point of sale in areas E67 and E73. Fine wines for exciting additional product ranges will be presented by **Buddelhelden** in Hall B1.EG. The **Newcomer Area Anleger** in Hall B4.EG is where visitors will find suppliers who are exhibiting for the first time as well as returning exhibitors who are back at Nordstil after a pause.

The Nordstil Summer will take place from 27 to 29 July 2024.

The next Nordstil Winter 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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