

Winter Nordstil 2024 celebrates its anniversary – and shines with exciting exhibitors and new highlights

Frankfurt am Main, October 2023. Happy Birthday, Nordstil! The popular trade fair in the north will celebrate its tenth anniversary next year. For the winter edition from 13 to 15 January 2024, numerous first-time exhibitors, strong returnees and new highlights will present themselves at the exhibition grounds in Hamburg. For the first time at the winter edition, Nordstil introduces the special interest Ethical Style and thus sets a clear focus on sustainability.

Ten years of Nordstil! For the first anniversary edition next year, a fresh breeze will blow through the Hamburg trade fair halls from 13 to 15 January 2024. Because Winter Nordstil has exciting highlights and innovations in store both for exhibitors and visitors. In search of creative designs, unusual products and original (additional) assortments, the interested trade fair public will find what they are looking for in the A-area: Whether as a Nordlicht or as a member of the Village – extraordinary manufactories, innovative start-ups and young talents will present themselves in Hall A3. There is also a lot on offer in the B area: Industry experts invite to exchange ideas and transfer knowledge in the Nordstil Forum (Hall B1.GF). This is also where you will find the Trend Islands, which offer a preview of the PoS trends for the coming season with curated exhibitor products. Directly opposite, the Buddelhelden with original spirits will entice visitors to taste and linger. And the successful concept of the area Anleger B3 for all new exhibitors and trade fair returnees goes into the second round in Hall B4 GF. New brands and returnees are not only waiting in the special areas of Nordstil. These exhibitors are not to be missed by visitors:



Happy Birthday, Nordstil: The regional trade fair celebrates its tenth anniversary in 2024. Photo: Jean Luc/ Messe Frankfurt.

Strong new exhibitors and returnees on board

For the anniversary edition, Winter-Nordstil 2024 features new brands and strong returnees in all product segments. Everything to do with **Home & Garden** can be discovered in halls A1 and A4. Det Gamle Apotek, the Trautwein tannery, I AM Interior and Ovation Outdoor will present themselves for the first time in Hall A1 with products that create a cosy atmosphere both indoors and outdoors. After a long break from the fair, the cosy Heitmann furs and decorative items from the Ideenwerkstatt and Mayer Chess can

be admired and ordered here again. In addition, visitors to Hall A1 can once again expect living inspiration in Skandi design from Ecofurn, furnishing objects from Home Society and handicrafts for the outdoor area from Vidroflor. New in Hall A4 are the manufactory Les Choses Simples with products from Provence that are close to nature and flatter the senses, as well as the Studio Tinystories by Dutch artist Tiny de Vries with illustrations and collage art. Lene Bjerre and Portmeirion will be back in Hall A4, exhibiting decorative items for indoors. In the **Style & Design** area in Halls A3 and A4, there are creative new exhibitors with colourful designs: the fashionable eyewear from IZIPIZI is anything but ordinary. Dutch ceramics manufacturer Storytiles will be presenting colourfully painted tiles as individual wall decorations. Strong brands such as Blomus, Bloomingville, Hock Design, Living by Colors and Werkhaus are also returning to Nordstil, bringing the furnishing trends for the coming season to life with their ranges. In halls B1 GF and B1 UF, everything about **Kitchen & Gourmet** will be on show: new brands such as Bake Affairs and returning brands such as Horl and Victorinox will make connoisseurs' hearts beat faster with their diverse range of products and provide amateur and professional chefs with high-quality accessories and innovative cooking utensils. **Gifts & Stationery** can be found in Halls B1 GF, B2 UF, B3 GF and B4 GF: Here, renowned companies such as Avancarte and Korsch Verlag, Lindauer Schreibgeräte, Nici and Rössler Papier are once again on board and present fine stationery and original gift articles. **Jewellery & Fashion** lovers will get their money's worth in Hall B7: for the first time, silver jewellery by exhibitor Livinci will sparkle at Nordstil and silky accessories by Twillaby are waiting to wrap visitors around their fingers. At Hamlet there are high-quality leather purses and bags to discover and the trade fair returnee Dieter Arlt offers unusual headwear for every occasion with McBURN Accessories. With its diverse range of trendy textile products and decorative accessories, Nordstil is unique as a consumer goods fair in Germany.



Site plan of Winter Nordstil 2024. © Messe Frankfurt

Premiere 2024: Ethical Style by Nordstil

Starting with the winter edition 2024 and thus celebrating its 10th anniversary, Nordstil introduces the special interest Ethical Style for the first time, analogous to the leading Frankfurt trade fairs Ambiente, Christmasworld and Creativeworld – and focusses on the topic of sustainability more than ever before. The Special Interest identifies exhibitors with particularly environmentally friendly and ethically produced products and brings together supply and demand in a targeted manner. Manufacturers can still apply until **24 November**.

Information for journalists: Further details and photographic material of Nordstil can be found at nordstil.messefrankfurt.com/press

Follow Nordstil on Instagram: www.instagram.com/nordstilmesse
Hashtags: #nordstil23 #nordstilmesse

Background information on Messe Frankfurt
www.messefrankfurt.com/background-information



Your contact:
Magdalena Gredel
Tel.: +49 69 7575-6221
magdalena.gredel@messefrankfurt.com

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main
www.messefrankfurt.com