

## Nordstil Trend Islands 2025: Creative Rebellion and Timeless Warmth add fresh energy to the POS!

**Frankfurt am Main, 15 July 2025. How can retailers design their point of sale in ways that emotionally resonate with customers and create lasting impressions? The Nordstil Trend Islands provide the answers with two captivating themes for the upcoming autumn and winter seasons: "Timeless Warmth" and "Creative Rebellion". Visitors can explore these curated trend spaces in Hall B2.OG, Stand A71, discovering innovative designs and fresh ideas that transform retail spaces into genuinely engaging experiences.**

Especially during challenging times, there's a growing desire for emotional connection and sensory comfort," explains Karin Wahl, visual merchandising expert and curator of the Trend Islands. The "Timeless Warmth" trend taps into this sentiment by emphasising comfort, intimacy, and relaxation. Wahl adds: "Products made from lambswool, such as the luxurious home accessories from Skinwille (Hall A3, C01), instantly evoke feelings of closeness and comfort." It is precisely this coziness that is further contributed by products such as the soft flannel blankets by David Fussenegger (Hall A3, A77), whose gentle shades and soothing textures invite relaxation.



Nature-inspired colours and soft, plush fabrics set the tone for the upcoming autumn and winter collections. Bild: Messe Frankfurt / Karin Wahl

The charmingly playful, millet-filled soft toys by Warmies (Hall A1, E90) and the invitingly plush cushions from pad home design concept (Hall A4, C40) add another inspiring dimension to this inviting atmosphere. Decorative table lamps by MAGS (Hall A3, D31) and sustainable jewellery crafted from natural materials like melon seeds and orange peels by Green Factory Colombia (A2, C21) provide the perfect finishing touches. Additionally, syrups for mulled wine and other warming winter beverages from Schusters Spezialitäten (Hall B1.OG, B01) add the perfect culinary touch to a cosy winter ambiance.

An overview of all companies exhibiting at the two trend island and the displayed products can be found here.

A vivid contrast to "Timeless Warmth is offered by "Creative Rebellion"– a theme that celebrates individuality, challenging traditional norms with bold choices. "Creative rebellion thrives on vibrant colours, striking patterns, and unconventional materials combined with courage and creativity," says Wahl. This daring approach is exemplified by the brightly patterned textiles from RIEMA (Hall A3, A82), instantly capturing attention with dynamic colours.



Surprising, colourful, impressive: the second Nordstil Trend Island plays with striking contrasts and bold accents. Bild: Messe Frankfurt / Karin Wahl

"Similarly, the eye-catching socks from Offbeat Berlin (Hall A3, E25) combine bright colours like vibrant reds and striking pinks with playful designs, embodying the spirit of bold creativity," Wahl adds. Additional highlights include a knitted donut-shaped cushion by chic.mic (Hall A3, D33), notable for its peculiar shape, the colourful bag from moses.Verlag inspired by traditional Mexican motives (Hall A1, E80), and distinctive, contrast-rich cushion covers from faktura GmbH (Hall A4, D70). Colourful lanterns by Barlooon (Hall A1, C29) bring additional playful and lively accents, making any space vibrantly inviting.

Exploring the Trend Islands is a must this year, with their fantastic location in Hall B2.OG, Stand A71 – perfectly placed right alongside the vibrant Gourmet Boulevard and the irresistible treats from Hamburg's celebrated Patisserie Johanna. Here, creativity meets culinary delight in an unforgettable experience!

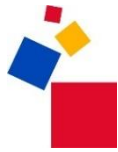
**Nordstil Summer** will take place from 26 to 28 July 2025.

**Nordstil Winter** will take place from 10 to 12 January 2026.

**Information for journalists:** Further details and photographic material of Nordstil can be found at <https://nordstil.messefrankfurt.com/hamburg/en/press.html>. Additional product images from the products exhibited at the Trend Islands are available [here](#).

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