

news +++ Nordstil  
11 to 13 January 2025

nordstil

## Nordstil Winter 2025: Start of the order season in retail

**Frankfurt am Main, October 2024. From 11 to 13 January 2025, Nordstil will mark the start of the order season as the first trade fair of the year. The regional consumer goods fair will present a wide range of products and the latest trends for spring/summer 2025 in the specialist and retail sectors at the Hamburg exhibition centre. New: Everything to do with Jewellery & Fashion will have a new home in January - and direct access to the range of trends and lifestyle products in Halls A1 and A2.**

National and international exhibitors will be presenting their diverse product ranges at Nordstil from 11 to 13 January 2025. The regional consumer goods fair is an essential industry event and invites retailers to find out all about the latest developments in the areas of Gifts & Stationery, Home & Garden, Kitchen & Gourmet, Jewellery & Fashion and Style & Design. "The planning for Nordstil Winter is in full swing and the response rate shows the great importance of regional trade fairs for retailers. Together with the industry, we have further optimised the planning of the halls. In January, trade visitors will find the jewellery and fashion ranges in Halls A1 and A2. Thanks to their proximity to the trends and lifestyle offerings, the segments of apparel, bags, fine and costume jewellery, jewellery accessories, small leather goods and scarves are now in an optimised position for specialist retailers and concept stores", says Susanne Schlimgen, Director of Nordstil.



New business contacts in Halls A1 and A2: In January 2025, trade visitors will meet Jewellery & Fashion exhibitors in the circular route in Halls A1 to A4. Photo: Messe Frankfurt / Rolf Otzipka.

Jewellery & Fashion brands presenting their products at Nordstil Winter 2025 include Biba, Heidekönigin, MN-Trends, Shaghafi and ZaZa'z by JeeBees. Nordstil also offers the perfect opportunity to experience the latest trends, innovations and exciting products for a stylish home and a beautiful kitchen - and to shop for extraordinary gift ideas. The Home

& Garden product group in Halls A1 and A4 guarantees plenty of feel-good factors, with Hoff-Interieur, IHR, Pad, Posiwio, The Moshi and WMG Wohnmanufactur Grünberger, among others, showcasing their products in style. Hall B1 is the place to go for tableware, well-equipped kitchens and fine food for the palate. The extensive range of giftable foods is what sets Nordstil apart. Among others, Feinkostina, Tee-Maass and Waidmann Feinkost present their products here. Visitors will also find original bottled gift ideas in the **Buddelhelden** area in Hall B1.EG. Gifts & Stationery in Halls B1.EG to B4.EG offers the remaining world of gift-giving and plenty of creativity with exhibitors such as Coppenrath, Grätz Verlag, Haba and Herforder Werkstätten. The high-quality range for a beautifully designed home is bundled in the Style & Design product group and offers exclusive insights into upcoming home trends. Here, buyers can experience lifestyle products from well-known designers, brands and manufacturers. Exhibitors in Halls A3 and A4 include Chic.mic, Dorothee Lehnen or Tranquillo. Trade visitors will find more manufacturers and creative craft businesses with unusual designs and innovative product ideas among the **Nordlichter** in Hall A3. Brand new ideas will be presented by Nordstil newcomers in the Newcomer Area Anleger in Hall B3.



The ground plan of Nordstil Winter 2025. Graphic: Messe Frankfurt.

### Point of sale inspiration

Trade visitors can look forward to exciting keynote speeches in the **Nordstil Forum** in Hall B1.EG on topics such as Google Ads, customer satisfaction and shop window design. The forum offers valuable ideas that retailers can implement directly in their shops. They can also use the **Trend Islands** in Hall B1.EG to check their own product ranges for relevance – the area skilfully showcases current trends and styles. Visitors can also find practical ideas for the point of sale in Hall A3 in the **Village**, the marketplace for effective concepts at the point of sale.

The Nordstil Winter will take place from 11 to 13 January 2025.

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

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

**Follow Nordstil on Instagram:** [www.instagram.com/nordstilmesse](http://www.instagram.com/nordstilmesse)

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