

Strong brands at Style & Design: Hamburg sets the stage for the coming season

Frankfurt am Main, November 2024. Ready for new sales drivers and favorite pieces? Trade visitors will find everything they need for a beautifully designed home at Nordstil Winter from January 11 to 13, 2025 in Hamburg. Style & Design brings together the latest lifestyle ranges, living ideas and furnishing trends in Halls A3 and A4. In addition, the Nordlichter promotional area and the Trend Islands offer further ideas for the point of sale. The new direct access to the Jewellery & Fashion area provides fresh impetus for product range design.



Come as you are & jump right in - the Style & Design product area in Halls A3 and A4 provides trade buyers with the upcoming lifestyle trends. Photo: Messe Frankfurt / Rolf Otzipka.

The Style & Design product group offers exclusive insights into the home trends of tomorrow and showcases a diverse range of lifestyle products. The spectrum ranges from high-quality textiles to extravagant home accessories, jewellery and stationery to seasonal decorative objects. Style & Design thus offers a nice cross-section of all product groups. Buyers will be able to meet national and international exhibitors from countries including Denmark, the Netherlands and Sweden.

In addition to many returning exhibitors, the winter edition of Nordstil will also feature numerous new exhibitors, such as [Ernst](#) in Hall A3 E33. The well-known Swedish brand specializes primarily in decorations, textiles and accessories with a trendy Nordic look, making it a real addition to the popular Scandi style. It is virtually impossible to imagine Nordstil without the Hamburg-based manufacturer [Frohstoff](#). Since 2002, it has been offering high-quality textiles and exclusive stationery that are traditionally produced using a manual screen printing process. In Hall A3 E66, founders Meike Marie Buchholz and Jörg Vogt will be showcasing classic and new products.

The pieces, which [Interart](#) imports mainly from African countries, are also made by hand. The founders Petra and Friedrich Schäfer focus on fair trade so that everyone involved benefits and the partner regions are strengthened. The range includes home accessories,

lighting and jewellery, which interested visitors can admire and, of course, order in Hall A1 A94. The Jewellery & Fashion product group, which will be located in Halls A1 and A2 in the upcoming edition, will provide further ideas for product range design and additional sales for specialist and retail stores as well as concept stores.

Trade visitors who are particularly interested in small manufacturers and creative craftsmanship will find all this at the [Nordlichter](#) in Hall A3 at stands E01 to E26. The promotional area offers young designers, innovative start-ups and craft businesses their own exposed stage for their extraordinary creations - and retailers the opportunity to expand their ranges with trendy collections.

Practical tips and inspiration for retailers

What's coming, what's staying, which colors, shapes and materials will accompany us in the next season? The [Trend Islands](#) in Hall B1.EG will explore this question. Karin Wahl will explain how the new products can be presented in an eye-catching way in stores in her presentation "From shop window to wow window with practical tips for everyone!" in the [Nordstil Forum](#), which is located right next to the Trend Islands. Things get really practical when the visual merchandising expert guides participants through the trend islands during the following live walk.

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 can be found at nordstil.messefrankfurt.com/press

Hashtags: #nordstil25 #nordstilmesse

Follow Nordstil on Instagram: www.instagram.com/nordstilmesse



Your contact:

Jelena Brezac / Katrin Westermeyr

Tel.: +49 69 75 75-6880 / 6893

jelena.brezac@messefrankfurt.com

katrin.westermeyr@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

Background information on Messe Frankfurt:

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt:

www.messefrankfurt.com/sustainability

Background information on Conzoom Circle
conzoom-circle.messefrankfurt.com/information