

news +++ Nordstil
25 to 27 July 2026

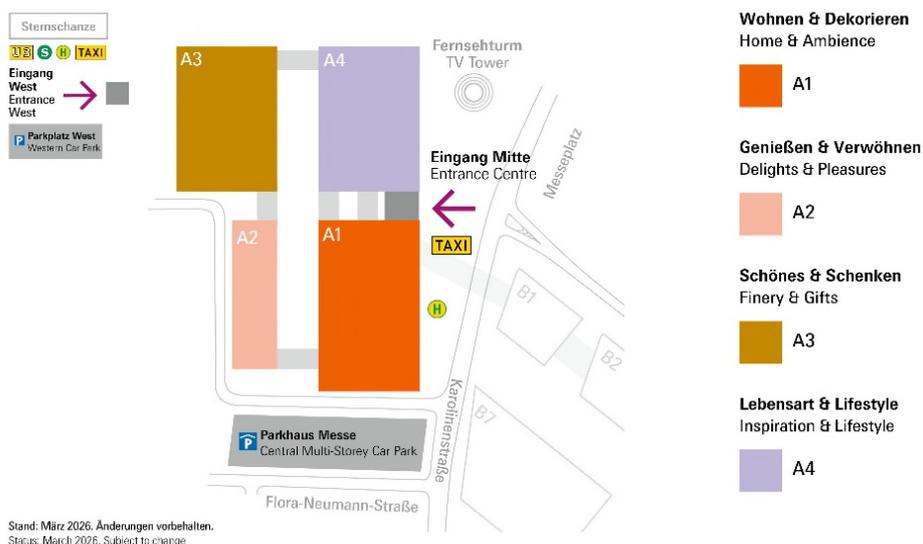
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Nordstil Summer 2026: Focused and full of new products for the autumn and winter business

Frankfurt am Main, March 2026. Fresh. Focused. Efficient: From 25 to 27 July 2026, Hamburg will once again become the central ordering hub in the north. Nordstil Summer will be presented in a compact format across the A halls of Hamburg Messe, with a clear focus on high-selling new products for autumn, winter and the Christmas business, as well as initial ideas for spring and summer 2027. Four themed areas will guide trade visitors directly to new product highlights and valuable business contacts.

As an ordering platform for buyers from Germany, the Netherlands and Scandinavia, Nordstil Summer offers fresh collections, strong brands and trend-driven product ideas across four clearly structured themed areas: Home & Ambience, Delights & Pleasures, Finery & Gifts, and Inspiration & Lifestyle. Short distances, a clearly arranged hall structure and a focus on the A halls in the trade fairgrounds enable efficient use of time and targeted ordering.

“Nordstil Summer 2026 stands for a clear focus on order business in a relaxed, summery atmosphere. With the new hall layout, we are creating ideal conditions for personal discussions around inspiring assortment concepts – with products designed to attract customers and drive sales and help retailers clearly differentiate themselves in a competitive market,” explains Susanne Schlimgen, Director Nordstil.



More focus. Shorter distances. New contacts: The new four-hall layout guides trade visitors directly to new business partners and strong-selling products. Photo: Messe Frankfurt.

Four halls, four themed areas for strong assortments

The new hall structure bundles the offering into four inspiring themed areas, providing clear orientation for retailers.

Home & Ambience (A1) showcases everything that makes a home inviting: furniture, lighting and home accessories as well as home textiles, seasonal decorations and floristry. Glass, porcelain and ceramics for the laid table, candles and fragrances, as well as the latest products for garden, balcony and barbecue, are also part of the range.

Delights & Pleasures (A2) is all about culinary inspiration and stylish table culture. The focus is on giftable food products, gourmet gifts as well as selected wines and spirits – complemented by suitable accessories for attractive presentation.

Finery & Gifts (A3) brings together products that evoke emotions, enhance everyday life and are perfect for gifting. These include jewellery in all its facets – from fine and silver jewellery to gemstones, pearls and fashion jewellery, as well as watches and accessories – along with fashion, clothing and accessories, bags and small leather goods. The range also includes gift items, games and toys, children's clothing and accessories, as well as stationery, writing instruments and greeting cards. Souvenirs, bathroom accessories, personal care, cosmetics and fragrances complete the spectrum.

Inspiration & Lifestyle (A4) presents a curated selection across all theme areas, creating a unique space for inspiration. Design-oriented products and trend-driven additions invite visitors to discover new ideas for attractive and individual retail spaces.

Highlights: Special Interests and Guided Tours

Visitors looking for specific offers can quickly find what they are searching for via the Special Interest labels – online in the exhibitor and product search as well as directly at the exhibition stands. The Special Interest “New Exhibitors” highlights exciting start-ups and (re-)exhibitors with innovative product ideas and concepts.

The growing demand for “customisable products” is also highlighted – a strong sales argument for retailers who want to offer their customers personal, unique and tailored products.

The label “Ethical Style by Nordstil” highlights exhibitors and products with a strong focus on sustainability. It provides buyers with reliable guidance for responsible assortment decisions.

In addition, guided tours are planned to lead trade visitors to selected new products and particularly compelling presentations. Participants will receive expert insights first-hand on trend-oriented and sustainable assortment design at the point of sale.

Nordstil Summer will take place from 25 to 27 July 2026.

Nordstil Winter will take place from 9 to 11 January 2027.

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

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