

news +++ Nordstil
25 to 27 July 2026

nordstil

A showcase of European variety – Nordstil Summer 2026 features inspiring product ranges for retail

Frankfurt am Main, 29 April 2026. In summer 2026, Nordstil once again becomes a key meeting point for the European consumer goods sector. Exhibitors from across the continent bring their ideas, design approaches and perspectives to Hamburg – turning the fair into a place where product ranges evolve, sharpen and take on new directions. For trade visitors, this means one thing above all: a remarkable variety of products that inspire and drive sales.



Trade visitors will discover new treasures in the four themes, which will enhance their product range. Photo: Messe Frankfurt

With exhibitors from 16 countries, the fair clearly demonstrates its strength: looking beyond Northern Europe, Nordstil provides tangible inspiration for assortment development and serves as a reliable guide to relevant trends that resonate with customers.

Finery & Gifts: Personal products with a story

This is where the diversity of European design becomes particularly tangible – and how well different styles complement one another even within a single product range. Danish label **Perlemust** presents jewellery made from recycled sterling silver, refined with pearls and stones and defined by a deliberately understated aesthetic. Also located in Hall A3, **Jalfe** from southern Denmark focuses on thoughtfully designed wardrobe essentials made from merino wool and organic cotton. These are pieces created for everyday wear – easy to integrate, long-lasting and produced within Europe.

Home & Ambience: Creating atmosphere, shaping spaces

Hall A1 features products that add character to your home – through scent, materials or intricate details. **Fragrances of Ireland** introduces a fresh and distinctive scent world inspired by the Irish coast, immediately recognisable and emotionally engaging.

TheMoshi, based in Sweden, showcases another facet of atmosphere: their accessories, scarves and shawls combine international craftsmanship with an understated, Nordic design aesthetic. At the same time, they convey a certain attitude: the idea of consciously creating special moments and fostering a sense of closeness and connection through their products.

This is complemented by the wide-ranging portfolio of **EJA International** from Denmark, bringing together multiple home and lifestyle brands – including AU Maison – and offering retailers flexible options for cohesive product displays.

Seasonal decoration is another strong focus, particularly in the collections of Dutch company **Home Society**, which specialises in festive interior concepts designed to create impact at the point of sale.

Inspiration & Lifestyle: Variety that shapes everyday living

The same variety of products continues throughout the neighbouring Hall A4, where traditional craftsmanship meets contemporary product ideas and functional solutions. The result is a broad spectrum of products that enhance everyday life in different ways. **Demi Art** from South Tyrol brings a distinctive sensory experience to the table with its pinewood products: the subtle scent of the wood evokes the atmosphere of alpine forests, adding a calming, natural dimension to interior spaces. A perfect example of products that are not just decorative but transform spaces.

Striking visual accents are provided by brands such as **Konplott** from Luxembourg, known for its bold, opulent fashion jewellery, while Italy's **Feellab / Manta Gifts** presents a curated mix of international labels – from fashion accessories and decorative items to original homeware – offering fresh inspiration for product ranges. Products that work directly at the point of sale further enrich the offering: the graphic home textiles by Polish brand **Kura D** create immediate visual impact, while Swedish company **VWM** specialises in high-quality signage and sidewalk displays that help guide customer attention both inside and outside the store.

A particularly distinctive concept comes from the Netherlands: **Vinoos** combines indulgence and design in an unexpected way, with wine gums inspired by different grape varieties and jewellery made from recycled wine bottles – linking lifestyle and enjoyment in a tangible, playful form.

Delights & Pleasures: Ideas for indulgent assortments

There's even more to enjoy in Hall A2: **Greenomic Delicatessen** from Luxembourg showcases a wide selection of gourmet products, ranging from pasta and oils to vinegars and sweet specialities. Thoughtful packaging and coordinated design make it easy to create cohesive in-store concepts, ideal for gifting areas or themed displays.

Alongside this, handcrafted chocolate from Austrian brand **28Lots** introduces unusual flavour combinations that stand out on the shelf and bring variety to the assortment.

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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