

news +++ Nordstil
25 to 27 July 2026

nordstil

Nordstil Summer 2026: Discover what's new

Frankfurt am Main, 21 July 2026. Discover new brands, gain fresh inspiration for your point of sale and set the course for the coming autumn, winter and Christmas business – all in just three days: From 25 to 27 July, Hamburg will once again become the meeting place for the consumer goods trade, offering orientation, inspiration and successful ordering. Around 500 exhibitors from 20 countries, more than 80 first-time exhibitors, four newly structured themed areas and three Guided Tours make Nordstil Summer 2026 the compact ordering event for everyone looking to develop their product range strategically.

From Scandinavia to the Mediterranean, from the Atlantic coast to the Balkans: Nordstil brings design concepts, product ideas and brands from 20 countries to Hamburg. International collections, regional specialties and numerous new products create opportunities for personal encounters that inspire new product ranges and business ideas.



Trade visitors to Nordstil discover new brands and inspiring product ideas for the coming autumn and winter business. Photo: Messe Frankfurt / Rolf Otzipka

Four themed areas, countless ideas

The new summer hall layout guides trade visitors through four themed areas. **Home & Ambience (A1)** brings together stylish home furnishings and seasonal decorations. **Delights & Pleasures (A2)** combines delicacies, giftable food products as well as products for the kitchen, dining and the laid table. **Finery & Gifts (A3)** presents gift articles, jewellery, fashion, stationery and toys. **Inspiration & Lifestyle (A4)** brings together a wide variety of product categories, opening up fresh perspectives for attractive and eye-catching product ranges.

Special Interests: Orientation for every product range

Whether the focus is on new brands, sustainable products or individual gift ideas, the Special Interests make it easier for trade visitors to find their way around both the exhibition grounds and the [exhibitor search](#). Visitors can quickly identify the exhibitors that best match their product range: Those looking for new brands will discover numerous companies among the more than 80 **first-time exhibitors** that are participating in Nordstil for the first time or returning after a longer break. For sustainable product ranges, the **Ethical Style** label highlights 33 juried exhibitors. Those looking to add a personal touch to their offering will find a wide range of opportunities for individual accents in their product range and at the point of sale through the **Customisable Products** Special Interest.

Guided Tours: Discover the trade fair together with experts

Sustainability expert Mimi Sewalski presents inspiring sustainable product ideas that work at the point of sale during the **"Green Picks – Sustainable Highlights at Nordstil Summer 2026"** tour. Anyone wishing to discover exciting new products across all themed areas in a short time will find the **"Speed Dating with the Highlights of the Season"** tour with Angelika Nistrath the perfect choice. Finally, **"Enjoy in Style – A Trendy Culinary Journey"** with Christoph Puff builds a bridge between design, culinary enjoyment and current product range trends. All three Guided Tours take place on both Saturday and Sunday. Further information is available in the [Nordstil event calendar](#).

Nordstil Summer takes place from 25 to 27 July 2026.

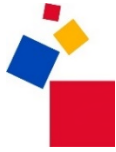
Nordstil Winter takes place from 9 to 11 January 2027.

Note for journalists:

Further information and image material on Nordstil can be found at:
nordstil.messefrankfurt.com/press

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Your contact:

Katrin Westermeyr

Tel.: +49 69 75 75-6893

katrin.westermeyr@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

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