

## Nordstil Trend Islands 2026: Inspiring accents for expressive retail assortments

**Frankfurt, 16 December 2025. How can you create a presentation that appeals to customers on an emotional level, inspires them and promotes sales? With its curated Trend Islands, Nordstil shows how powerful messages and creative product ranges can be effectively combined. Two trend themes guide this year's presentation: *Positive Vibes*, characterised by vibrant lightness, and *Gentle Elegance*, defined by calm, natural forms. Both offer practical ideas for contemporary product staging. Visitors will find the Trend Islands in Hall B1.EG – directly adjacent to the Nordstil Forum and its diverse programme of talks.**

*Positive Vibes* draws on optimism, lightness and colourful expressiveness. The kitchen towel from Fadenrot reflects this theme in a special way with its unusual motif in striking colours, immediately adding a fresh, friendly touch. The delicate glass vases "Curiosa" by Philippi captivate with their unusual shapes, which exude a sense of cheerfulness and bring the trend theme vividly to life. The "Positivity" card box by Laurence King Publishing fits seamlessly into this world, offering uplifting prompts that brighten the mood at home or on the go. And the small, brightly coloured Vespa by Toynamics conveys pure zest for life – lively, cheerful and wonderfully light-hearted, capturing the essence of Positive Vibes at a glance.



Playful shapes and light colours create fresh visual accents. Photo: Philippi.

*Gentle Elegance* focuses on a subtle, high-quality style that conveys calm and works with a natural, understated design. The ash wood bench from the Caritas Association of the Archdiocese of Munich and Freising (side by side) exudes a gentle, clear elegance thanks to the simplicity of its design and the noble material. The light summer blanket by David Fussenegger brings a subtle calm to the space with its understated pattern, while also adding a stylish, clear accent. A tasteful home is ensured by the "Glanz & Gloria" candle duo from Bulla-Manufaktur: with the organic shape of the candle holder, it fits perfectly into this cosy trend and emphasises a warm aesthetic.



Simple lines and fine ash wood: the side by side bench embodies Gentle Elegance. Photo: side by side.

The Trend Islands also serve as a starting point for hands-on knowledge transfer: visual merchandising expert Karin Wahl offers practical insights into both trend themes every day from 11:30 to 12:00 directly at the Trend Islands, delivering specific ideas for implementation at the POS. The full event programme is available here:

<https://nordstil.messefrankfurt.com/hamburg/en/programme-events/events.html>

**Nordstil Winter 2026** will take place **from 10 to 12 January** at the Hamburg Messe fairgrounds. The **GenussGipfel** runs parallel **on 11 and 12 January in Hall B2.OG**.

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

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

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