

news +++ Nordstil
10 to 12 January 2026

nordstil

Excitement for Nordstil Winter 2026: From innovative ideas to stunning assortment ranges

Frankfurt am Main, 07 January 2026. Ten fully booked halls with plenty of potential to amaze and a promising premiere on top: From 10 to 12 January 2026, more than 800 exhibitors will present the full spectrum of market-relevant assortments at Nordstil Winter in Hamburg – ranging from Gifts & Stationery and Home & Garden to Kitchen & Gourmet, Jewellery & Fashion and Style & Design. As the leading order platform in Northern Germany, Nordstil brings together diverse product ranges, carefully curated worlds and practical point-of-sale ideas – translating inspiration directly into business potential. New addition this winter: the **GenussGipfel (Gourmet Summit)** on 11 and 12 January.

With **GenussGipfel**, Nordstil Winter 2026 is gaining a new, high-calibre format for giftable foods and delicacies. On Sunday and Monday, 11 and 12 January, this established industry event will bring additional depth, new target groups and strong impetus for product ranges with a pleasure factor to Hall B2.0G – directly linked to the successful Kitchen & Gourmet segment: “Nordstil Winter 2026 brings together the entire diversity of the consumer goods industry – and translates this into tangible impulses for the retail sector,” says Susanne Schlimgen, Director of Nordstil. “With the newly added GenussGipfel, the well-known product diversity across 10 hall levels and specifically curated formats, we are creating a place where retailers can find orientation, further develop their product ranges and make informed decisions for their business.”



Taste, discover, be inspired: experience indulgence at Nordstil Winter 2026. Photo: Messe Frankfurt / Rolf Otipka

Nordstil Winter 2026 remains a key industry gathering for retailers, as evidenced by the strong presence of long-standing and renowned exhibitors. Among those attending are

Biba, CEDON, chic.mic, Die Kollektur, Gilde Handwerk, Good old friends, IB Laursen, Mea-Living, moses. Verlag, Philippi, Posiwio, Tranquillo, and Wajos.

Strong brands and exciting products related to gift-giving and enjoyment can be found in the B halls, which house the product groups Kitchen & Gourmet (B1.EG, B1.OG) and Gifts & Stationery (B1.EG to B4.EG). 'Here, delicacies, gourmet foods and giftable culinary delights meet high-quality stationery and selected gift ideas – demonstrating how taste and design can be combined to create new, high-selling concepts,' explains Schlimgen.

Anyone looking for colourful, stylish and design-oriented products will find what they are looking for in Halls A3 and A4: Style & Design brings together home accessories, lifestyle products and design objects where materials, craftsmanship and creative flair set the tone. Halls A1 and A4 feature new products for Home & Garden: decorative home products, seasonal highlights and items for indoors and outdoors that complement product ranges and can quickly enhance retail spaces. Jewellery & Fashion in Halls A1 and A2 focuses on diversity and vitality: jewellery, accessories and fashion items from established ranges meet new favourite pieces and fresh ideas – resulting in an offer that is both fun and distinctive, stimulating additional business.

Special areas at Nordstil Winter 2026

The wine & spirits section [**Buddelhelden**](#) have been a fixture in the Kitchen & Gourmet section for years, and this time they invite visitors to sample their products in Hall B1.EG (stand E10). Exciting exhibitors range from the Hamburg-based liqueur start-up Saint Ginger to the Fallstein distillery in the German Harz Mountains and selected wines from South Africa.

Beyond breathtaking moments of indulgence, Nordstil Winter 2026 also sets a clear statement for the future of retail. The lecture area [**Nordstil Forum**](#) offers [a varied programme on all three days of the fair](#) with practical lectures, classifications and fresh perspectives for the retail trade. This is complemented by the [**Nordstil Trend Islands**](#): a well-established curated format, that translates current styles into tangible POS ideas – understandable, accessible and directly transferable to the sales floor.

The [**Nordlicher**](#) promotional area will once again be a major attraction: the area brings together manufacturers, young brands and specialist suppliers, offering space for independent concepts outside of industrial mass production. Exhibitors include Eydl with handmade jewellery and accessories – including bracelets, necklaces and earrings – as well as Sofie Sjöström design, which presents Scandinavian design objects and fashion items with a sustainable approach. The spectrum is complemented by young brands such as Lieblingspfote with selected products for pets, Seasick with casual and swimwear made from recycled materials, and Tante Tia, which showcases colourful stationery, notebooks and greeting cards with an illustrative focus.

Due to high demand from exhibitors, the [**Anleger**](#) area for new and returning exhibitors, will be offered twice at Nordstil Winter 2026. The Anleger in Hall A1, which focuses on jewellery and fashion, will feature such select brands as Biba Bags from Barcelona with fashionable bags and accessories, Skinbro with functional men's care and shaving products made exclusively in Germany, and the Hamburg label Chichiluv, which showcases colourful statement fashion and accessories. The second Anleger in Hall B3 will showcase twelve exhibitors, including Nuzz with creatively refined nut mixes and

snack products, Tochter von Walter with cushions, bags and stationery featuring clear designs and humorous statements, and Kunst aus Friesland with cards, art prints and gift items.

In addition, Nordstil is sending a clear signal for responsibly designed product ranges with its [Ethical Style Label](#). Exhibitors who combine ecological and social aspects with contemporary design are prominently labelled, providing guidance to retailers in a market where origin, materiality and attitude are increasingly decisive factors in purchasing decisions – transparent, credible and in tune with the market.

Nordstil Winter 2026 will take place **from 10 to 12 January** at the Hamburg Messe exhibition centre. The **GenussGipfel** will run parallel to the trade fair on **11 and 12 January** in **Hall B2.0G**. An overview of [all GenussGipfel exhibitors](#) can be found on the [Nordstil website](#).

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

How to get there

Nordstil is easily accessible via the entrances **West** (Schanzenviertel/Sternschanze), **Central** (Messeplatz/Karolinenstraße) and **East** (Stephansplatz/Dammtor). All entrances are directly connected to public transport and lead directly to the exhibition grounds.

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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