



Ethical Style by Nordstil highlights 50 sustainable exhibitors at Nordstil Winter 2026

Frankfurt, 11 December 2025. Sustainability remains a decisive factor in purchasing decisions – and this is precisely where Nordstil comes in: at the beginning of December, an independent jury once again decided on the awarding of the Ethical Style by Nordstil label, sending a strong signal for responsible assortment planning in the retail sector. A total of 50 exhibitors at the upcoming Nordstil Winter (Hamburg, 10 -12 January 2026) have been awarded the sustainability label. They stand for ecological and social responsibility, resource-efficient processes and forward-looking innovation.

Where, by whom and under what conditions are products manufactured? These questions are preoccupying consumers more than ever and continue to influence purchasing behaviour towards ecologically manufactured and socially responsible consumer goods. Nordstil is responding to this trend with Ethical Style: in December 2025, an independent expert jury awarded the label to 50 exhibiting companies following a careful review. Ethical Style is clearly marked as a Special Interest – both in the exhibitor search and on the show floor – offering retailers valuable guidance for building sustainable, future-focused product ranges.

A quality benchmark for credible sustainability

All 50 companies and brands demonstrate the multifaceted nature of sustainability and focus on a form of value creation that takes the environment, people and quality into account. In addition to the use of environmentally friendly and recyclable materials, Ethical Style also attaches great importance to resource-saving, traditional manufacturing methods, innovative processes and social, healthy and safe working conditions. The jury's decision is valid immediately and for a period of three years.

Airpaq

The Cologne-based company recycles discarded airbags and seat belts to make its backpacks, bags and accessories. The result: extremely robust and durable items that score points with their well-thought-out design and clever functionality. 'Airpaq is young and cool. The company recycles car parts such as airbags, seat belts and similar items to produce truly fashionable and durable backpacks,' explains juror Kees Bronk from GO! GoodOpportunity. All items are produced under fair and transparent conditions in Europe.



Robust, practical and cool: backpacks from Airpaq. Photo: Airpaq.

Tranquillo

For over 20 years, Tranquillo has been synonymous with colourful fashion, decorative items, stationery and bathroom accessories of the highest quality. The entire range is certified and meets the highest ecological and social standards – from hand-painted ceramics and cosy cushions to practical kitchen gadgets. 'For me, Tranquillo is a prime example of how sustainability can be consistently implemented – from certified natural and recycled materials to socially fair manufacturing processes and genuine transparency in global supply chains. This holistic approach makes the brand a compelling example of best practice in ethical style,' says juror and sustainability expert Mimi Sewalski.



Tranquillo's home collections bring colour and sustainability into the home. Photo: Tranquillo

Ten companies are new to the Ethical Style exhibitor circle, showcasing how diverse and practical sustainable product worlds can be designed today with their product ranges. Våges and Piffany Copenhagen are two Scandinavian brands presenting high-quality design products that focus on durability – from modular metal candle holders to carefully crafted lamps. fertig+ uses precise additive manufacturing and efficiently produced components to introduce an approach that consciously optimises material use and development processes.

byLi showcases another facet of sustainable design: the label works with recycled Indian saris to develop individual fashion and accessories, each piece of which is unique. ooley stands for responsibly produced socks made from natural materials that combine high wearing comfort with colourful designs. Frida Feeling completes the picture with clothing and accessories made from certified fabrics that are characterised by natural materials and a deliberately minimalist design.

For special occasions and lovingly designed gift ideas, there are Maya Soele, whose products are made exclusively from wood, and Kylskåpspoesi with its sophisticated and varied board games. Bon Ton Toys expands the range with sustainably produced soft toys of high quality.

All Ethical Style exhibitors can be found in the online exhibitor search under [Special Interest Ethical Style by Nordstil](#).

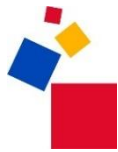
Nordstil Winter 2026 will take place **from 10 to 12 January** at the Hamburg Messe fairgrounds. The **GenussGipfel** runs parallel **on 11 and 12 January in Hall B2.OG**.

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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