

Nordstil Trend Islands: the ultimate guide to sales success

Frankfurt am Main, 15 October 2026. What does it take to combine colours, materials and products in such a way that customers stop in the shop, browse and want to make a purchase? This is precisely what the trend islands at Nordstil Winter 2027 demonstrate. They translate the spring and summer styles into concrete ideas for point-of-sale displays.

The focus is on two trends: **Everyday Heroes** combine practical, multifunctional products with a warm aesthetic. Clever kitchen gadgets, storage solutions and essentials for life on the go are paired with glass, wood, linen, ceramics and recycled materials. Natural tones, shades of green and soft pink create a welcoming atmosphere.



The trend themes for Nordstil Winter 2027: 'Everyday Heroes' (left) and 'Moments That Matter' (right). Image source: Messe Frankfurt / Karin Wahl

Moments That Matter focuses on products that make time spent together special – from decorative accessories and high-quality gourmet products to games. Warm orange and vibrant blue, unusual finishes and eye-catching textiles give the display a boost of energy.

“If you want to inspire people, you have to show more than just goods: you have to tell stories, stir emotions and spark a desire to explore – from the shop window right down to the very last detail in the shop,” says Trend Island curator Karin Wahl. On the stage of the Nordstil Forum (B1. EG, Stand B10), the visual merchandising expert will explain the details of the trends and the selection of individual products on all three days of the fair, including practical suggestions for retailers’ own product displays.

[Exhibitors can apply to participate in the Trend Islands with their products until 2 November 2026.](#)

Nordstil Winter will take place from 9 to 11 January 2027, the **GenussGipfel** on 10 and 11 January 2027.

Nordstil Summer will take place from 24 to 26 July 2027.

Information for journalists: Further details and photographic material of Nordstil can be found at: nordstil.messefrankfurt.com/press

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