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9 to 11 January 2027

nordstil

More than a shop: what customers are really looking for

Frankfurt am Main, 26 November 2026. How does a shop become a place people enjoy returning to? From 9 to 11 January 2027, the Nordstil Forum will demonstrate how product presentation, customer service and unique shopping experiences contribute to creating such an atmosphere.

The ‘Retailers for Retailers’ series will bring real-world experiences to the stage on all three days of the trade fair. On Saturday, **Heike Koob** from Werkshop Kiel will explain how they turned their shop into a favourite place. Afterwards, visitors can get creative during a candle-making workshop.

On Sunday, **Johannes Albert** will speak at the ‘Retail Report 2027’ about the opportunities and challenges facing privately-owned shops. Afterwards, he will discuss with retailers what it takes today to run a successful business. On Monday, **Julia Heuser** from Hanover-based Liebe + Zeug will discuss which offerings and conditions help ensure that customers enjoy shopping in the physical store – from personalised advice to a variety of interactive activities.



Learning from the pros: practical knowledge at the Nordstil Forum. Photo: Messe Frankfurt/Rolf Otzipka

Every day at 11.30 am, visual merchandising expert **Karin Wahl** uses products from the adjacent trend islands to demonstrate how goods can be displayed on the shop floor to create a memorable shopping experience.

Another highlight of the Nordstil Forum is the talk ‘GEO vs SEO: AI writes the shopping list – is your brand on it?’ by **Till Felber** and **Giuliana Ventura** on Saturday. On Monday, the forum concludes with the presentation of the Corpus Culinario e.V. **‘Product of the Year’** award from 2.30 pm to 3 pm.

All talks and panel discussions will be held in German and can be found in the event programme on the Nordstil website.

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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