

news +++ Christmasworld
3 to 7 February 2023

christmasworld

In late summer and autumn, the "local + vital" trend brings cheerful accents to shop windows and shops alike

Frankfurt am Main, June 2022: When the last beautiful sunny days of the year are approaching, it is a good opportunity to attract customers to the shops with new window decorations and product ranges. Retailers can already prepare for this now. The Christmasworld Trends 22+ under the motto "Facing forward" provide orientation and inspiration. The colourful "local + vital" style is ideal for this. Why? The style agency Stilbüro Bora.Herke.Palmisano explains and gives tips for a trend-oriented implementation.



"local+vital" brings cheerfulness through striking colours and original products. Image: Messe Frankfurt

The "local + vital" style world stands for cheerfulness and creativity. It thrives on local colour and is therefore ideal for focusing on the characteristics of the nearby surroundings, the beloved district or the direct neighbourhood. "Proximity and short distances mean quality of life that is a realisation of this time. Especially in the summer months, private and public outdoor spaces are desirable open spaces that become the centre of life. After all, our work and many activities are becoming increasingly detached from fixed spaces. Working, partying, doing sports, and meeting friends - much of this is shifting outdoors. For our celebrations, we now like to decorate with multi-coloured, cheerful decorations that always also bring a relaxed DIY attitude - with particularly eco-friendly and imaginative designs. These aspects can be transferred very well to window dressing and shop design," says trend expert Claudia Herke from the style agency Stilbüro Bora.Herke.Palmisano.

Light porcelain, rich beige and black are found in the neutral colour series. In the cool range, milky nuances of May green and lime are juxtaposed with a strong azure blue. Ochre, urban red and strong signal red characterise the warm colour series. The colours have a cheerful, motivating signal effect and thus attract customers to the shop windows and into the shops: the shades are powerful and striking and accentuate graphic shapes and individual motifs.



Floristry, vases or candles in May green and lime go very well with late summer or autumn decorations - says trend expert Claudia Herke. Photo: Messe Frankfurt/Pietro Sutera

Folklore patterns offer themselves as inspiration for the ornamentation, whether they are derived from own fantasy interpretations or the actual local folklore heritage.



Combine coloured decorative balls made of honeycomb paper with folklore patterns on a late summer table. Photo: www.onlynatural.nl

In addition, lovely paper works, for example decorations in Kusudama Origami, set beautiful accents and focus on craftsmanship.

In everything, the materials should focus on the environmental idea - this will also be the main focus in the future - says the expert. "For a window display, the theme of paper could be worked with, for example in combination with folklore patterns on a late summer table setting," advises Herke.



Fairy lights can now be spiced up with baubles in cheerful colours and designs with dot motifs. Photo: Messe Frankfurt/Rui Camilo

In the materials, too, striking and colourful motifs as well as graphic patterns determine the surfaces. Moving waves, dot motifs and high-contrast drawings convey a positive and sweeping expression.

This can be used very well for eye-catching garlands - for example, coloured glass balls can easily be hung on small hooks on fairy lights. "Incorporating artificial or real flowers into the decoration adds extra highlights and underlines the folkloristic touch," Herke adds.



Artificial flowers also shine in strong colours and make for an attractive appearance. Photo: Messe Frankfurt/Rui Camilo



Signal red candles at a table setting in the countryside spread good cheer.
Photo: Graziani



Decorative baubles in striking red and white also set cheerful accents in
summer and autumn. Photo: Shishi



The red tones of the colour range can also be aligned with autumn. Photo above: Hanco / Photo below: Shisi



Wool and twine make you want to DIY and can be used for creative packaging. Photo: Vivant

From February 2023, Christmasworld will be held at the Frankfurt exhibition centre at the same time as the leading international consumer-goods fairs Ambiente and Creativeworld.

Ambiente/Christmasworld: 3 to 7 February 2023

Creativeworld: 4 to 7 February 2023

Information for journalists:

For further information, please visit christmasworld.messefrankfurt.com.

Press releases & images:

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Informationen zur Christmasworld

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles - from hand-blown Christmas tree baubles, ribbons and packaging to large-scale light displays for shopping centres and city centres..
christmasworld.messefrankfurt.com

Home of Consumer Goods – der neue One-Stop-Shop für die globale Ordersaison

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced

and made visible. Branche. Hier werden die angesagten Trends präsentiert und die globalen Metatrends erfahr- und sichtbar.

Nextrade - the order and data platform for the home & living industry

The digital order and data management system Nextrade for brands and retailers in the consumer goods industry extends the trade fair and enables orders to be placed at any time of day or night, 365 days a year.
www.nextrade.solutions

Conzoom Solutions - the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.
www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com * Preliminary figures for 2021