

nordstil

10 years of Nordstil: Strong start into the anniversary season

Frankfurt am Main, 15. January 2024. A large number of exhibitors and visitors, a wealth of new products for the coming seasons and a good ordering mood characterised the anniversary edition of Winter Nordstil: 752 exhibitors from Germany and abroad met around 13,500 buyers¹ who were inspired by product worlds of new quality and variety. The Nordstil Forum provided practical expert knowledge to equip buyers for challenging times. The fringe programme focused on the newly introduced sustainability programme Ethical Style, trends at the PoS, best-practice examples to combat the shortage of skilled workers and tips on digital presence and provided answers to current questions in the industry.



The anniversary edition of Nordstil was characterised by a lively industry exchange and a good ordering mood. Photo: Messe Frankfurt / Rolf Otzipka

From the industry for the industry

Refreshing, genuine and informal – and with its finger on the pulse of the times: exhibitors and visitors alike agreed on the tenor of the anniversary edition. With numerous new products, practical tips for retailers and plenty of inspiration for the point of sale, Winter Nordstil once again impressed around 13,500 trade visitors, including many purchasing

¹ FKM-certified, 730 exhibitors exhibited at Nordstil in winter 2023 and 14,726 visitors attended.

decision-makers who were keen to place orders. "The appeal and at the same time the special thing about this event is that it was initiated by the industry and has been actively supported ever since. We organise it together with and for the industry – as partners. And we have been doing so for ten years now," explains Philipp Ferger, Vice President Consumer Goods Fairs at Messe Frankfurt. Philipp Tetling, Sales Manager at Horl, adds: "The specialised trade has had a very difficult three years. It was exciting for us to see this edition of the fair: Who is willing to go the extra mile and incur the costs? And that's exactly what I think is great here: that so many people are still keen to continue this trade. Here you can see that many people are travelling and invest to take part in this trade fair. This is a commitment to Nordstil and a commitment to the specialised trade."

The atmosphere is simply right

New exhibitor Det Gamle Apotek agrees with this as an example for many others. Sales Manager Bente Tønder comments: "This is our first time at Nordstil and we are delighted with the overwhelmingly positive feedback from our customers. We achieved our sales target for the entire trade fair on the very first day. The chemistry between us as exhibitors and the customers we had here at the stand, the atmosphere was just right. Nordstil is the perfect platform for us. We'll definitely be back again in the summer!" Asli Krajewski, founder and owner of Samsara Collection, also emphasises: "Nordstil is very, very successful for us, as it is every year. For me personally, Nordstil is actually my favourite trade fair and I'm totally happy to be here every year. The visitors and the conversations we have here are always very, very cordial. We also have very loyal customers, very loyal retailers, and the feedback on our presence at the fair is always very positive. We will definitely be back in the summer." This is also confirmed by the data from the visitor survey: 98 per cent are satisfied overall with their visit to Winter Nordstil and once again rate the range of products on display and the achievement of their trade fair visit goals very positively.

The anniversary as a stage for innovations

Nordstil had a particularly large number of new products in store for its anniversary edition: With the Ethical Style by Nordstil programme, the regional order event, modelled on the Frankfurt consumer goods fairs, has for the first time launched a programme that focuses on sustainably and ethically produced products and their manufacturers. "Our aim was and is to provide orientation for the trade and to bring together supply and demand in a targeted manner. Our visitors have appreciated this since Nordstil was founded," summarises Director Susanne Schlimgen. The winter edition of the order platform for the North welcomed many new exhibitors, such as the start-up Urban Tea Factory, which presented itself to specialist retailers in the newcomer area "Anleger" in Hall B4. The small family business was included in the Ethical Style by Nordstil programme. This puts wind beneath the wings and motivates, as founder Alexandra Böhm finds: "The high visibility through the Ethical Style programme was very important for us. I think it's incredibly great that Nordstil also offers young companies that are committed to sustainability such a platform."

The industry meeting place in the north

Oliver Hagemann, Head of Communications of the German Trade Association Handelsverband Wohnen und Büro, agrees with the positive tenor: "Over the last ten years, Nordstil has established itself as an important order and networking platform for the industry, as the trade fair once again proved this winter. Lively activity in the aisles, the

latest trends, stylish products for the spring and summer business as well as fresh impulses for the trade and all this in a good ordering mood. A promising start to the Nordstil anniversary year!" "We particularly appreciate the great atmosphere here: At Nordstil, you can really get into in-depth discussions. We realise time and time again that the trade fair is a great way to meet customers in the region. It is therefore a very important trade fair for us to stay in contact with our customers here and to offer them the opportunity to experience our products on site. This is the only way they can take away the emotions from our stand and our products, just as we want to present them," emphasises Andreas Wend, Head of Sales at Rössler.

The point of inspiration for the point of sale in the north

As a local stage for new furnishing trends, Nordstil attracts visitors from the retail sector in the north. Trends can be experienced here and retailers find answers to current customer needs. Sustainability is one of them and, in addition to the special interest Ethical Style by Nordstil, Nordstil showed that living inspiration from nature is here to stay. The new 2024 trends are cheerful and close to nature; the new feeling of living reflects a need for a place for the self and is characterised across styles by a mixture of the surprising and the familiar. Handcrafted and beautiful items in small editions, made by local manufacturers or even in the home workshop, ideally from sustainably sourced materials, are particularly appreciated.



In cheerfully colourful style worlds, a feeling of well-being becomes a feeling of living: original product presentations provide inspiration for the point of sale and boost the consumer mood. Photo: Messe Frankfurt / Rolf Otzipka

The idea of places of longing resonates in many style worlds in the coming season, which was also evident on the Trend Islands: the vastness of the sea and the desert, the exoticism of distant lands, green natural landscapes and hidden underwater worlds are the inspiration for the new living trend. Natural materials and soft nuances in off-white and

beige as well as decorative elements made of wood create a feel-good atmosphere. The idea of sustainability subtly permeates this contemporary and resource-conscious living trend. Round shapes convey a sense of harmony and can be found everywhere in the new colourful furnishing trends: this style is all about joie de vivre. Named after the material for feelings of happiness, it describes an anarchically cheerful mix. Bold, contrasting colours, strikingly bold prints and contrasting textures combine harmoniously to create an aesthetic that triggers feelings of happiness. The Pantone colour of the year 'Peach Fuzz' puts you in a good mood.

The next Summer Nordstil will take place from 27 to 29 July 2024.

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

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