

news +++ Nordstil
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nordstil

Strong start into the order season: Nordstil anniversary edition 2024 with a wealth of new products for retailers

Frankfurt am Main, 10 January 2024. With a focus on retailers in Northern Germany and the neighbouring countries, the regional consumer goods trade fair Nordstil has established itself as a fixed format in the industry. To mark its tenth anniversary in 2024, Nordstil is making a powerful start: with 752 exhibitors from 23 countries, it will open the order season in the north in Hamburg on 13 January. For three days, exhibitors from Germany will be joined by companies from all over Europe as well as Turkey. Exhibitors from further afield come from the USA and New Zealand. What they all have in common is that they bring decorative and useful products that make the home and garden more beautiful, life more enjoyable and everyday life easier. For the birthday edition of Nordstil, the number of new products is particularly high.



Happy birthday, Nordstil! To mark its 10th anniversary, the order fair in the north is presenting a particularly large number of new products. Image: Messe Frankfurt /Jean-Luc Valentin

When Nordstil opens its doors in Hamburg next Saturday, 752 exhibitors from near and far are expecting an order-happy audience at the Hamburg exhibition centre. For three days, they will be presenting their highlights for the spring and summer season as well as for the second half of the year. For ten years now, the order fair in the north has been

bringing together retailers and manufacturers, importers and buyers. "Nordstil stands for unconventional solutions. It is important to us that the event responds quickly and flexibly to market developments and the changing needs of participants," explains Susanne Schlimgen, Director of Nordstil. To this end, the regional format is constantly evolving in close dialogue with the industry.

Premieres in all areas

The anniversary edition in winter 2024 will feature many novelties: "We are particularly pleased to welcome many new participants or exhibitors who have not presented their collections to retailers in Hamburg for a long time," explains Philipp Ferger, Vice President Consumer Goods Fairs, Messe Frankfurt Exhibition GmbH. "The number of novel products will be high - in all areas. Companies that have never shown their products in Hamburg before will be exhibiting in Anleger B4." The area was first introduced for the Summer Edition in Hall B3. The winter edition celebrates the premiere of the 'Anleger' area in Hall B4. Anyone interested in sustainable exhibitors and products can be guided by the new programme on sustainability, Ethical Style by Nordstil, which is modelled on the Frankfurt consumer goods fairs. The programme of special interest, curated by an independent jury of experts, focuses on environmentally friendly and socially responsible exhibitors and their products. Another new feature of the winter edition is a special kind of city tour: together with retail expert Daniel Schnödt from Trendforum Retail, participants will explore three extraordinary and successful concepts in Hamburg's retail sector on a store tour on the Saturday of the fair - inspiration is guaranteed. Tickets are available [here](#); the number of places is limited.

Living in style - five product worlds in eight halls

Five product groups extend across a total of eight halls. The exhibitors range from established brands to imaginative start-ups, from small-scale manufacturers to large producers, and from young designers to creators of original spirits. Lifestyle products from well-known designers, brands and manufacturers are gathered in Halls A3 and A4 under Style & Design. Visitors will find everything they need for a beautiful home, both indoors and outdoors, in the Home & Garden product segment in Halls A1 and A4. The world of cookery and culinary delights is staged on two hall levels in B1 in the Kitchen & Gourmet segment. The Gifts & Stationery segment extends over the ground floor of Halls B1 to B4. Hall B7 is all glittering and sparkling: this is where the Jewellery & Fashion range can be found.

The exceptional among the extraordinary: the special areas

In the abundance of special features, visitors will find thematic lighthouses in the special areas that provide orientation. The **Nordlichter** present beautiful things made by hand: In Hall A3 from Stand E01 to E18, 18 creative manufacturers will be presenting their product ranges. Here you will find pieces made with great care and often by hand in small editions, made from high-quality materials by companies that focus on environmentally friendly and socially responsible production methods. Here you can order from the source, directly from the manufacturer or designer. The **Village** marketplace in Hall A3 invites you to browse and linger: Nine exhibitors create a harmonious marketplace with their products and show visitors how they can encourage their customers to browse and buy in their own store - imitation is highly recommended. Drinks with and without alcohol for all friends of

good flavour from the bottle will be provided by **Buddelhelden** in Hall B1.EG E10. Networking opportunities, tastings and tips are included here.

More important than ever: information and inspiration in one place

In challenging times, the fringe programme at Nordstil will once again provide inspiration, orientation and practical tips for the point of sale. In the **Nordstil Forum** in Hall B1.EG B10, retailers can look forward to a well-founded lecture programme: "We have great topics and speakers in store for retailers. Whether it's saleable and sustainable trends, best-practice examples against the shortage of skilled labour or tips for a smart online presence: all topics that can be adapted for every shop and for the respective target group," explains Schlimgen. It's only a small step from information to inspiration at Nordstil - literally: the Nordstil Forum is ideally complemented by the neighbouring **Trend Islands** right next to the stage in Hall B1.EG. The special area curated with exhibitor products is the place of inspiration for original (additional) product ranges and for shop windows that invite visitors to buy: This is where the new seasonal trends, themes and motifs are presented in a sales-boosting way. A further thematic label is dedicated to **customisable products**. Many exhibitors offer customers items tailor-made to their wishes. Suppliers of this special interest are labelled accordingly on the stand, in the exhibitor search and in the TOP FAIR magazine.

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

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