

news +++ Nordstil
13 to 15 January 2024

nordstil

Hotspot in the north: Nordstil's popular special areas score with new brands and fresh PoS trends

Frankfurt am Main, December 2023. The countdown has started: Winter Nordstil will take place in Hamburg from 13 to 15 January 2024. For the anniversary edition of the regional order fair, the popular special areas will present exciting new exhibitors, innovative products and new trends: the successful area Anleger is entering its second round and will be the meeting place for new brands and returning exhibitors in Hall B4.GF this time. Creative designs and local manufacturers await visitors at the Nordlichter area in Hall A3, and the Nordstil Village offers plenty of space for fresh ideas for the point of sale.

It is the hotspot in the north where you find exciting brands: Nordstil once again attracts renowned representatives from the design, home and lifestyle industry to Hamburg for the winter edition. They present exciting new products, modern designs and individual craftsmanship at the exhibition centre in the Hanseatic city. Visitors should not miss these special areas of the regional order fair:

Anleger: Meeting point for new and returning exhibitors

Whether new brands or strong returnees: the Anleger area is the ideal starting point for exhibitors from all product areas who are first-time exhibitors at Nordstil or who are returning to the trade fair. With this offer, Nordstil presents itself as a strong partner for the trade and supports the trade fair presence even in challenging times. At Winter-Nordstil, 15 exhibitors will gather in Anleger B4 to present a colourful variety of products. This year's exhibitors include: A.B.S. Förderung von Arbeit, Atelier Freudenthal, Dein Kakao, Dinalu Dina Lechler, Happy Undies, Heritedge Viet Crafts, Kamewi, Lottebom, luve.ly, Mum's C19, Seedbomb City, Spitzenkunst, Urban Tea Factory, Yolunda and 4peoplewhocare.



Meeting point for new and returning exhibitors: the area Anleger. Photo: Messe Frankfurt/Jean-Luc Valentin.

Creative designs and local manufacturers at the Nordlichter

They set the course for new, contemporary product ranges: In Hall A3 E01 to E18, 18 national and international brands, local manufacturers, small craft businesses, young

start-ups and upcoming designers will be showcasing their innovative new products at Nordlichter. The creative Nordlichter exhibitors impress with elaborately crafted products in small batches, high-quality materials as well as environmentally friendly production methods. Many of the selected items are handmade, produced in an environmentally friendly way or from regional companies and appeal to a sustainably-oriented audience. The Nordlichter area invites visitors to order directly from the manufacturers and designers. The versatile product world includes unique pieces of jewellery, special cosmetics, extraordinary accessories as well as high-quality stationery, fine gourmet gifts, trendy textiles and home accessories. For Winter-Nordstil 2024, the area will welcome the brands Brandgut, Fenna Harms Illustration, Miss Merle Duftmanufaktur, Mölneby, Pápydo, The Home Project Design Studio and we make patterns as exciting newcomers. Birkenspanner, House of Thol, Jens Kilian, Juvahem, krautkraft, Mari & Anne, meeresbrise, Ooooh, P-Dit, Riema and typocean will be there again.



Creative designs and local manufacturers await visitors at the Nordlichter. Photos: Birkenspanner, meeresbrise.

Nordstil Village – marketplace for new ideas

The Nordstil Village in Hall A3 presents itself as a joint exhibitor collective. Here, nine exhibitors offer a marketplace full of fresh ideas, new trends and inspiration for product staging, product range and shop window design at the point of sale. At the same time, the special area at stands E67 and E75 is the ideal place to linger – whether for a short break from the hustle and bustle of the trade fair or for networking. The Village invites trade visitors to come in and place orders – and thus provides retailers with a concrete example of how customers can also be encouraged to browse and buy in their own store. The individual collections of the nine exhibitors offer a wide selection of matching design products that are presented in overarching trend themes and can be combined with each other at the PoS. The design approaches on display thus focus on synergies as well as on “doability”, on efficient and creative concepts that are easy to put into practice. The broad product range extends from decorative and gift items, textiles and jewellery to tableware, lamps and furniture. Nordstil Village welcomes Agentur Berg as their latest member. The brands Frohstoff, Gift Company, Good Old Friends, Mossapour Interior Designs, Paperproducts Design, Pink Stories and Sompex are among the German Village members. The Danish brand Piffany Copenhagen is also part of the creative collective.

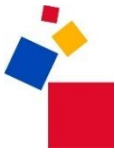


There is room for new ideas for PoS design in the Nordstil Village. Photo: Messe Frankfurt/Jean-Luc Valentin.

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

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