

## nordstil

### Collaborative, business-building, profitable: Summer Nordstil is a fixed order date in the North

**Hamburg, 24 July 2023. It is the hub in the north: The industry met again in Hamburg for this year's Sommer Nordstil from 22 to 24 July. More than 9,000 visitors were inspired by new products and exciting ranges for the coming autumn, winter and Christmas season. 600 exhibitors from 21 countries and a jam-packed event programme invited visitors to stock up on expertise, track down trends, network and place orders.**

Inspiring, unconventional, refreshing: that was the general tenor of this year's Sommer Nordstil. The popular trade fair in Hamburg was characterised by joyful reunions and intensive industry exchange. Around 600 exhibitors, among others from Germany, the Netherlands and the Scandinavian countries, had unique product worlds in new quality and variety on board and headed purposefully into the new ordering season. As a trend, networking and ordering platform, Nordstil is unique in the region. "Retailers are currently facing many challenges. Nevertheless, a positive basic mood and desire for consumption was noticeable in the sector. Nordstil, thus, once again proved its position as a set ordering date and the most important contact point for the trade in the North", said Philipp Ferger, Vice President Consumer Goods Fairs, Messe Frankfurt. "Together with the industry, we are looking forward to our anniversary editions in 2024."



Sommer-Nordstil set course for the coming autumn, winter and Christmas season with inspiring ranges and exciting product worlds. Photo: Messe Frankfurt/Jean-Luc Valentin.

#### Industry highlight in the north

Christian Haeser, Managing Director of the German Trade Association Handelsverband Wohnen und Büro, emphasised the role of Nordstil as a meeting place for the sector: "The summer Nordstil in Hamburg was colourful, lively and full of atmosphere. The regional order fair once again presented itself as a platform for trends and innovations in the North - an indispensable date for the sector. Nordstil offered a variety of product worlds and fresh impulses for the trade. Business for the autumn and winter season got off to a successful

start and people were busy netting and ordering. It has been shown once again that the presence event is indispensable for the trade."

### **Fresh breeze - with a new area and intensive new contacts**

The highlights of the fair were the colourful programme, the inspiring trends and the creative special areas. Once again, young brands and design talents presented sustainable collections and designs curated by the Designzentrum Hamburg. The new special area Anleger B3 was the central anchorage point for new and returning exhibitors. The newly designed exhibition space was completely booked out and showcased all product areas of Nordstil in Hall B3. "It is great to be here. Anleger B3 is good for new contacts, but also for existing ones. Those who come to us are very enthusiastic. Many visitors knew us beforehand on social media and come specifically to the stand. It was worth it to be there. We are not here just to sell: We want to tell a story with our stand. When I presented our products to customers and explained them, more and more interested people suddenly joined us. That is our goal," said Maike Kurstkarel, Sales and Design Sticky Lemon.



New on board this time: The special area Anleger B3. Photo: Messe Frankfurt/Jean-Luc Valentin.

"The atmosphere is great. We had a great start. There are many visitors, but it is never too crowded. It's ideal for us because we have time for the customers. It's not easy for the trade right now, but the European market is strong and people want to order. We are here for the eighth time, Nordstil is our home fair. We have a customer base here that comes to visit us - like a family. Nordstil gives us a positive, relaxed feeling. Visitors and exhibitors enjoy being here. For us it is the most important fair in Europe," said Matts Lindquist, CEO Storefactory.

Meike Marie Buchholz, owner of Frohstoff, emphasised the valuable exchange with customers and industry participants: "We are pleased that we had many interested visitors at our stand to whom we could explain our concept. We were able to maintain existing contacts, but also reach new interested parties. The people are here - the summer event is well received despite the holiday season.

### **Digital ahead: nmedia at the Sommer-Nordstil**

The nmedia team once again presented new online solutions for industry and trade. At its stand in Hall A3.0, the order and content platform presented its wide-ranging portfolio for

online trade. Nmedia offers retailers ideal services 365 days a year that support brands and retailers individually in the expansion of their online business and thus drives digitalisation in the market.

### **Nordstil trends: Between timeless designs, closeness to nature and extravagance**

Sustainable materials and elements from nature, reduced designs, shiny surfaces and bright colours - these were the trend worlds of the summer Nordstil:



Cosy feel-good atmosphere: sustainable materials, handmade home accessories and soft natural colours characterise the coming season. Photo: Messe Frankfurt/Jean-Luc Valentin.

### **Pure nature**

Cosiness and conviviality dominate the coming autumn/winter season and are the reason for the lovingly designed home. The reflection on nature and sustainability are leading the way: organic materials such as wood and stone, organic shapes and materials such as clay, glass and ceramics bring nature into our homes. Furniture and textiles in warm earth tones, soft beige and taupe, in sea blue or mild green create tranquil moments. Handmade home accessories, candles and scented oils or natural elements such as raffia, cork, linen, and wool emphasise the homely feel-good atmosphere. Maritime accessories such as driftwood, shells and reeds provide a fresh breeze.

### **Colourful mix of styles**

In this furnishing trend, old meets new, vintage meets modern art, colourful patterns meet material mixes. Whether splendid carpets from Italy or reduced furniture from Scandinavia - timeless design classics are the focus and are reinterpreted. Sophisticated luminaires, modern lighting objects and romantic chandeliers create visual stimuli. Structured surfaces turn vases, luminaires and furniture into real eye-catchers. Geometric lines, sculptural shapes and pastel colours create clarity in the room. From the tableware to the tablecloth to the napkin: the table decoration is unusual and stimulates appetite and good mood. Filigree glass art comes imaginatively in deep green, grey and rich berry tones.

### **That little bit extra**

Shimmering, sparkling and iridescent decorations ring in the festive season. Shining lights and glitter are not to be missed and create surprising effects: Shiny surfaces, reflections, smoothly polished porcelain and reflections in glass spheres create excitement and magical moments. Flowing textiles and delicate, filigree room and table decorations made of feathers and paper bring lightness. There are bright colours to discover: red and yellow,

lilac and orange, purple and pink create strong contrasts and colourful optimism. Combined with metallic gold and silver tones, they set festive, extravagant accents.

The next Winter Nordstil will take place from 13 to 15 January 2024.

**Information for journalists:** Further details and photographic material of Nordstil can be found at [nordstil.messefrankfurt.com/press](http://nordstil.messefrankfurt.com/press)

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**Nordstil**

Nordstil is the order platform for Northern Germany and Scandinavia. It offers a comprehensive product range divided into the following product areas of Home & Garden, Style & Design, Kitchen & Gourmet, Gifts & Stationery and Jewellery & Fashion. For retailers, it is the regional ordering date for spring and summer business, as well as for fall, winter and Christmas business.

[nordstil.messefrankfurt.com](http://nordstil.messefrankfurt.com)

**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 sale. 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](http://www.conzoom.solutions)

**nmedia.hub: The order and content platform for the home & living industry**

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year. [www.nmedia.solutions](http://www.nmedia.solutions)

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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