

news +++ Christmasworld
26 to 30 January 2024

christmasworld

Artful, visionary, close to nature – this is how the Christmasworld Trends 24+ celebrate the coming festive season

Frankfurt am Main, September 2023. As the leading international trade fair for seasonal and Christmas decorations, Christmasworld sets the trends for the coming festive season. For this, the trend bureau bora.herke.palmisano collects inspiration worldwide on behalf of Messe Frankfurt. From 26 to 30 January 2024, the experts will present three groundbreaking style trends at Christmasworld: Decorated with exhibitor products, the Trend Area in the foyer of Hall 4.1 will show the trade which new designs, colours, materials and techniques will be important.

They set the mood for a brilliant festive season: Christmasworld Trends +24 celebrate lightness, optimism and the familiar. The three styles AURA OF PROGRESS_visionary + elemental, QUALITY OF SILENCE_pure + familiar, SPIRIT OF CRAFT_bold + poetical combine natural elements and futuristic innovations, unconventional designs, traditional craftsmanship and modern aesthetics. The themes of sustainability and digitalisation shape the trend worlds. "AI-driven processes, social tensions and the climate crisis – the world is changing. In this fast-paced, digital times, a counter-trend is emerging: a return to natural values, to one's own home and to human well-being are in focus. They are the key to fascinating designs, creative recycling ideas and high-tech innovations. The Christmasworld Trends 24+ reflect these developments and provide inspiration for product range design at the point of sale," says Claudia Herke, expert trend bureau bora.herke.palmisano.

AURA OF PROGRESS_visionary + elemental plays with contrasts: the elemental meets the visionary, handmade meets high-tech, classic craft techniques meet digital technologies and -supported processes. Archaic, natural elements and visionary technologies are combined in a targeted way to create unique designs. Environmental sustainability is the starting point here for many designers: A yearning for primeval nature and curiosity about the future drive them to develop creative visions around energy, change and magic. This decoration theme reflects the essential and at the same time sets extravagant accents for an atmospheric festive season.

The vibrant colour palette ranges from refreshing aqua tones and violet, through earthy brown and stone grey, to solar yellow and lava orange. Neutral white sets clear contrasts. Shapes and materials borrowed from nature, such as wood, steel and stone, receive new attention: rough, uneven, aged or rusty surfaces inspire new patterns. Futuristic elements, metallic shimmer, blurs and gradients or colourful reflections in glass spheres guarantee a glamorous festive mood. Modern LED technology and sophisticated luminaires create exciting visual effects. Diffusers, candles and scented oils open up a new sensory world and lend the festively designed room a special aura.



AURA OF PROGRESS_visionary + elemental plays with contrasts: Here, archaic-natural elements meet technical innovations and futuristic designs. Graphic: Messe Frankfurt.

QUALITY OF SILENCE_pure + familiar reflects the ever-growing awareness of mental and physical well-being with designs that are close to nature. Peace and security characterise this style just like sustainability: as much as possible, everything is used, from wood and its remains to leaves and bark. The special is recognized in the simple: Familiar, simple raw materials and everyday objects are detached from their original context and are given new lustre through innovative design. These experimental products are unostentatious, honest and durable – and appear both familiar and unusual: Purist sculptures are fashioned from discarded paper fibres and reusable creations made from natural materials offer an attractive alternative to real Christmas trees. Even traditional Christmas tree baubles are reinterpreted with the use of abstract shapes. The focus lies on the quiet beauty of natural, responsibly processed materials and a sustainable future. The holistic design approach provides a relaxed feel-good atmosphere to room decoration.

The simple, natural character of the decoration trend is reflected in the colour scheme: delicate and friendly pastel shades such as sage and shaded blue radiate lightness and optimism. Soft nuances in apricot, terracotta and straw yellow are reminiscent of warm summer days. Matt ecru, sand and wood tones have a balancing effect and create a cosy room experience full of harmony. Organic shapes and biological materials such as wood and stone, clay, raffia and ceramics bring nature into the home.



QUALITY OF SILENCE_pure+familiar reflects the ever-growing awareness of mental and physical well-being with designs that are close to nature. Graphic: Messe Frankfurt.

SPIRIT OF CRAFT_bold + poetical combines craft skills, vintage appeal and unusual, modern aesthetics with a very personal touch. In this style world, old meets new, 70s vibes meet modern design, picturesque patterns meet colourful material mixes. The free-spirited style celebrates diversity: a wide variety of different, unusual techniques, materials and patterns come together here in a sophisticated and inspiring mix. Striking silhouettes, powerful colours and geometric shapes are eye-catchers in the room. Differently woven textiles or colourful glass art underline the expressive trend that moves between rediscovery and reinvention: Materials are recycled as far as possible and enhanced to create unique artistic pieces. Traditional techniques and almost forgotten materials such as ceramics bring countless new design possibilities.

The sophisticated, powerful colour combinations create atmospheric decorated spaces with artistic charisma. The expressive, painterly colour schemes and pattern mixes appear intuitive and yet coherent in themselves. Honey-yellow amber, copper-brown brandy and intense chilli bring a soothing warmth. A light and a dark grey together with sepia provide balance. Decorative lapis lazuli, deep glass green and cool turquoise round off the charismatic colour range and bring good humour.



SPIRIT OF CRAFT_bold+poetical combines craft skills, vintage appeal and unusual, modern aesthetics with a very personal touch. Graphic: Messe Frankfurt.

The trend scouts: Trend bureau bora.herke.palmisano

Claudia Herke, Cem Bora and Annetta Palmisano analyse international trends in fashion and art, interior and lifestyle for Messe Frankfurt. With their many years of experience, their great expertise in trend forecasting and material research, they offer valuable guidance for the trade with analyses, lectures and inspiring special shows. In the trend presentation, they visualise the style trends of the coming season clearly and close to the market.

The colour spot also provides buyers, product designers and collection managers with decoration ideas in different colour variations, which ensure more variety when addressing customers at the point of sale. For each trend, nine colours with eight micro-colour themes allow for individual focal points that can be changed and reinterpreted in the course of the year.

Ambiente, Christmasworld and Creativeworld will continue to be held simultaneously at the Frankfurt exhibition centre:

Ambiente/Christmasworld: 26 to 30 January 2024
Creativeworld: 27 to 30 January 2024

Information for journalists:

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

Press releases & images:

<http://christmasworld.messefrankfurt.com/press>

On social media:

www.facebook.com/christmasworld/

www.instagram.com/christmasworld.frankfurt/

www.linkedin.com/company/christmasworldfrankfurt

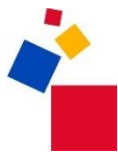
<https://twitter.com/Christmasworld>

Hashtags:

#christmasworld23 #christmasbusiness

Background information on Messe Frankfurt:

www.messefrankfurt.com/background-information



Your contact:

Magdalena Gredel

Tel.: +49 69 7575-6221

magdalena.gredel@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com