

news +++ Christmasworld
3 to 7 February 2023

christmasworld

Christmasworld Trends 23+ focus on classic as well as surprising designs and natural, sustainable decorations

Frankfurt am Main, September 2022. At the coming Christmasworld, international retailers will be able to experience live what colours, shapes and designs will be in vogue for Christmas decorations in the future. Christmasworld Trends 23+ in the Trend Area in the foyer of Hall 4.1 will offer a unique overview of exhibitors' new products, which will be presented by the trend bureau bora.herke.palmisano in three exciting trend worlds. Daily lectures explain the relevant trends for the consumer goods sector.

The desire for the beautiful, the true and the good continues at Christmasworld Trends 23+. However, with a much stronger focus on sustainability and new creations resulting from a mix of traditional craftsmanship and innovative techniques. "Moments of joy are precious. Good design that knows heritage and the future helps us celebrate them even more beautifully. Many things now come across more quietly than before, quite deliberately: valuable impetus instead of a quickly fading show. A new start is evident, triggered by the experience of the past years. More than ever before, the focus is on sustainability: material research and digital innovations hold new aesthetic solutions in store," summarises Annetta Palmisano from the trend bureau bora.herke.palmisano.

On behalf of Messe Frankfurt, the trend bureau bora.herke.palmisano records future developments and provides buyers and manufacturers with reliable forecasts and inspiration for product range design. The three trend statements for 23+ are **unknown beauty**_strange + gracious, **calming nature**_careful + pleasant, **lasting ideas**_passionate + evocative. They are impressively presented in the Trend Area and contain an overview of product innovations and style-defining designs.

Nature remains a great source of inspiration. It has an abundance of colours and textures. The visitors to the international trade fair can continue to look forward to a lot of the unexpected and extravagant, an emotional colourfulness combined with astonishing visual phenomena. For example, the typical Christmas bauble will have new, stylish competitors on the tree in the future. Candles like to wear block stripes or an elegant used look for the festive season. 3D printing, one of the most important technology trends of the future, continues to gain relevance. Designs and products generate tremendous vitality and creative ideas that sometimes irritate with their unusual otherness, but always inspire.

unknown beauty_strange + gracious ... focuses on the unexpected, the surprising



Unexpected decorations and unfamiliar forms are in the spotlight. Situational patterns, environmental reflections and the play of light and shadow create remarkable visual effects. Often the surfaces are metallised, pearlescent or the objects show iridescent mirror surfaces, engravings and flowing colour effects. Ambient reflections become a supporting element of the design. The idea of incorporating the passing moment into the design creates further situational dimensions. It becomes exciting when craftsmanship and digital innovations converge. For example, 3D models for candlesticks are developed in the studio and digitally printed in a ceramic factory. In the colour range, extravagant colours such as azure blue, peach, magenta or wine red alternate with lovely, soft nuances in sky, lemon, grey and silver.

calming nature_careful + pleasant ... stands for calm vitality and a nature-loving minimalism

The designs show a vivid connection to nature and revolve around life cycles and transience. With creativity and sustainable thinking, they increasingly dissolve the boundaries of art, craft, and technology. Plant and geological designs, for example of rocks, minerals and rough stones are typical here.



Sometimes natural stone is used as a material, sometimes its grains, colouring and oxidation phenomena serve as inspiration for patterns, motifs and surfaces. Rough and porous materials are often matched by immaculately smooth and gentle surfaces. In addition, plain cardboard and uncoated paper emphasise minimalist, seasonal ornaments.

The colour palette begins with three cooler shades - inspired by lichen, mountain lake and raw malachite. This is followed by neutral gradations from white sand to stone grey and dark rock. Three warm tones such as moss, a woody rose tone and a mild rosé nuance complete the natural colour harmony.

lasting ideas_passionate + evocative ... the decorations make a clear design statement



Designs with a striking character and geometry as well as concrete forms determine the image. Craftsmanship, a great manufacturing heritage and industrial know-how come here together.

Geometric shapes such as circular discs, cones and squares complement the typical sphere as Christmas ornaments. For the surfaces, marble grains and wood structures as well as moirée effects are graphically implemented. With grid, line and relief structures, glass spheres become year-round decoration. The principle of monocolour and at the same time stripes, from clear-elegant to flowing-subtle, are important design tools.

Intense colourings refine the objects. Petrol and blue nuances dominate the cool series, while orange-red, violet and ochre set warm colour accents. In between, the neutral, metallic tones of pewter, iron and bronze-grey mediate.

Trade visitors can get a further foretaste at christmasworld.messefrankfurt.com and www.conzoom.solutions before they can experience the coming trends live at Christmasworld from 3 to 7 February 2023 in the Trend Area in the foyer of Hall 4.1.

The experts from the bora.herke.palmisano trend bureau will report twice a day on the three trend worlds at Christmasworld and Ambiente. For the first time, there will be joint trend statements for Christmasworld and Ambiente - however, an individual interpretation per fair will remain and continue to be elaborated.

The expert lectures will take place in the Conzoom Solutions Academy in the Europa Hall 4.0 at the following times:

Friday, Sunday, Monday, Tuesday at 11:45 a.m. and at 2:45 p.m. respectively as well as Saturday at 12:45 and 15:45.

From February 2023, Christmasworld will be held at the Frankfurt exhibition centre at the same time as the leading international consumer-goods fairs Ambiente and Creativeworld.

Ambiente/Christmasworld: 3 to 7 February 2023

Creativeworld: 4 to 7 February 2023

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/ChristmasworldF>

Hashtags:

#christmasworld23 #welcomehome #christmasbusiness

**Your contact:**

Katrin Westermeyr

Tel.: +49 69 75 75-6893

katrin.westermeyr@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

Informationen zur Christmasworld

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles - from hand-blown Christmas tree baubles, ribbons and packaging to large-scale light displays for shopping centres and city centres..
christmasworld.messefrankfurt.com

Welcome Home

Under the motto "Home of Consumer Goods – Welcome Home", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible. Branche. Hier werden die angesagten Trends präsentiert und die globalen Metatrends erfahr- und sichtbar.

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

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 revenue. 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

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 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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.

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).

For more information, please visit our website at: www.messefrankfurt.com