

news +++ Christmasworld
3 to 7 February 2023

christmasworld

More emotion at the point of sale!

Frankfurt am Main, January 2023. At Christmasworld, trade visitors will experience the latest themes and trends for festive decorations that enliven the retail trade and city centres alike. A great wealth of expert know-how and inspiration for varied assortments for a successful business season are on the agenda of the event programme.



Christmasworld presents the wow experience of Christmas and seasonal decorations and provides plenty of expert know-how and inspiration for a varied range of products for a successful business season. Photo: Messe Frankfurt/Rui Camilo

"In view of the current challenges which are everything but encouraging, the focus must be on more optimism and more experiences at the point of sale. With our special presentations and lectures at the cross-fair Conzoom Solutions Academy, we want to give the international consumer goods sector new impulses, sustainable trends and solutions to revitalise the retail trade and city centres", says Eva Olbrich, Director, Christmasworld and Creativeworld. Trade visitors can expect a wide range of highlights and events.

Christmasworld Trends 23+ - Hall 4.1 Foyer

The first port of call when it comes to the relevant themes, colours and materials for the coming season is the Trend Area with Christmasworld Trends 23+, staged by the style bureau Bora.Herke.Palmisano. They offer an overview of the industry's new products for seasonal and festive decorations and provide orientation for individual assortment compilation. This time, they focus primarily on classic and at the same time surprising designs as well as near-natural, sustainable decorations. The three trend statements are "unknown beauty_strange + gracious", "calming nature_careful + pleasant" and "lasting ideas_passionate + evocative".

The expert lectures by the style bureau Bora.Herke.Palmisano will take place in the Conzoom Solutions Academy in Room Europe Hall 4.0 at the following times: Friday, Sunday, Monday, Tuesday at 11:45 a.m. and at 2:45 p.m. respectively Saturday at 12:45 and 15:45

Conzoom Solutions Academy - Hall 4.0, Room Europe

Strong knowledge sets you up for the future. The Conzoom Solutions Academy offers important industry know-how and convincing best practices with exciting lectures. Experts from a wide range of disciplines discuss the challenges in retail and provide answers and tips for the point of sale of tomorrow. It is the central point of contact for exchanges on the most important market developments and meta-topics of the consumer goods fairs, such as sustainability, design, lifestyle, future retail and digital expansion of trade, which move all forms of retail.

Christmas Delights - Hall 4.0 Foyer

Culinary products with a regional connection are in great demand. The special Christmas Delights area with culinary gift ideas such as chocolate, biscuits, sweets, tea, liqueurs or gin invites visitors to discover and taste in an atmospheric Christmas market atmosphere. These fast-moving take-away items offer retailers additional sales potential.

Decoration Unlimited - Hall 5.1/6.1 Foyer

The special presentation "Decoration Unlimited" by the Dutch designer duo Rudi Tuinman and Pascal Koeleman from 2deziign impressively shows how storytelling can be implemented in the current situation and create a feel-good wow experience at the POS. Under the motto "Down to earth", they rely on a sensitive selection of decorative elements in earth tones and conjure up a highly emotional special show with the products of the Christmasworld exhibitors, inspiring new window and surface decorations.

Special Interests point the way to specific offers

The three special interest labels "Concept Decoration", "German Christmas Crafts" and new "Ethical Style by Christmasworld" will guide visitors to the right business partners.

New! Ethical Style by Christmasworld leads to a curated selection of particularly sustainable products. Supply and demand in this field are also increasing for festive decorations. In 2023, a total of 41 exhibitors received the Ethical Style by Christmasworld award from an independent jury of experts.

Concept Decoration marks 35 professional suppliers of large-scale and outdoor decorations - for example, of shopping centres, city centres or hotels - for particularly strong seasonal eye-catchers.

German Christmas Crafts highlights 24 suppliers of the finest handicrafts "Made in Germany" such as high-quality, handmade candle arches, incense burners, nutcrackers, porcelain figurines or glass baubles. These can be found mainly in Hall 4.1, but also in Hall 5.1.

The Special Interest logos appear in the exhibitor and product search at www.christmasworld.messefrankfurt.com, within the "Christmasworld Navigator" smartphone app, in the official fair catalogue, at the information stands on the exhibition grounds and as a signet on the stand.

New: Ethical Style Spot - Hall 6.1

2023, there will also be an Ethical Style Spot for the first time, which will focus more strongly on the topic of sustainability. As part of this special presentation, trade visitors will find a themed island featuring particularly sustainable exhibitor products - from small companies to top brands in the sector. With complementary products from Ambiente and Creativeworld, the diversity and range of sustainability will be presented and new product ranges and business contacts will be encouraged.

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



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Information about 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.

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: Sustainable 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 2,200* 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 €450 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

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* Preliminary figures for 2022