

news +++ Christmasworld
07 to 11 February 2025

christmasworld

In the focus: sustainable well-being defines the trends 2024

Frankfurt am Main, February 2024. Powerful colors, charming ease and lots of nature: In January, Frankfurt's Christmasworld showed which styles will define Christmas and seasonal decorations in 2024. The megatrend of sustainability is in the focus: Its importance in the design of products and the overall product range is constantly increasing - as is consumer demand. For product ranges in line with the zeitgeist, the curated Ethical Style program focuses on exhibitors with sustainable approaches.



In 2024, Christmasworld Trends once again provided reliable orientation in the globally unique range of products of the leading international trade fair. Photo: Messe Frankfurt/Pietro Sutera

Creative variety

The style **SPIRIT OF CRAFT_bold + poetical** celebrates the positive power of individuality and versatility. Picturesque patterns and the flair of a seventies look blend with clear shapes and a modern design to create a free-spirited style. This finds creative expression in the unusual and high-quality glass decorations from the German group Inge Glas. Motifs such as audio cassettes, paintbrushes, rubber dinghies and tents - realized with great attention to detail in vibrant colors - create a good mood for the festive season and beyond. Traditional craftsmanship is put into a new context. One of the many examples of this is the elaborately crafted birthday ring from Manufaktur Kleinkunst aus dem Erzgebirge Müller. With its four elements, it brings joy from the first to the 18th birthday. Both companies are part of the Ethical Style program and not only impress with their trendy products, but also score with a sustainable production.

Relaxed nature

Well-being and tranquility are at the heart of the style **QUALITY OF SILENCE_pure + familiar**. With natural designs and soft colors, it creates a cozy ambiance of harmony. The style can be found in all Christmasworld product groups: Original products such as the handmade and fair-trade felt figurines from Nacha or the delicate decorations made from recycled paper by Abhinav fit perfectly into the color palette of this style, in which terracotta and straw yellow meet light wood shades, ecru and sand.



Nacha, based in Germany and Nepal, is committed to a sustainable use of resources and fair production in order to create high-quality products with unique designs. Photo: Messe Frankfurt/Pietro Sutera

Natural opposites

A style between energy, down-to-earthness, magic, calm and change: **AURA OF PROGRESS_visionary + elemental** combines the seemingly contradictory to create an extravagant ambience in which originality meets progress. The vibrant color palette ranges from fresh aquatic tones, violet, brown and stone grey to solar yellow and lava orange. The warm facet of the vibrant color palette is reflected in the new collection of Christborn®. The series is inspired by African designs and translates these into finely crafted glass ornaments that are also suitable for year-round decoration with their intense orange and yellow tones.



Vibrant colors for the Christmas tree with ethno vibes and the Ethical Style exhibitor Christborn®. Photo: Messe Frankfurt/Pietro Sutera

NEW: Fair dates 2025

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time

at the Frankfurt exhibition center. However, they will be moved to the beginning of February to ensure that the trade fair dates are aligned.

Ambiente/Christmasworld: 07 to 11 February 2025
Creativeworld: 07 to 10 February 2025

Information for journalists:

christmasworld.messefrankfurt.com

Press releases & images:

www.christmasworld.messefrankfurt.com/press

On social media:

www.facebook.com/christmasworld/

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