

Press Release

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## Christmasworld trends for 2019/20: sweet traditions grace the spring season

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**When it comes to festive decorations, specialist retailers have four big trend worlds at their disposal for the 2019/20 season: tender festivities, essential ceremonies, sweet traditions and luminous celebrations. But how can the Christmasworld trends be applied to festivals and seasons in concrete terms? Designer Claudia Herke from Stilbüro bora.herke.palmisano gives tips on the trends and shop design.**

In the spring, the cheerful, charming and light-footed Christmasworld trend 'sweet traditions' is highly suited to conjuring up inviting Easter decorations. "Delicious fresh shades, such as gingerbread, peach, nougat, bittersweet, strawberry ice, rum raisin, coconut and evergreen are extremely suitable for Easter, and the seemingly naive world of ideas leaves plenty of scope for Easter interpretations", designer Claudia Herke explains.



sweet traditions: colours such as gingerbread, peach, nougat, bittersweet, strawberry ice, rum raisin, coconut and evergreen whet the appetite for more colour – matched with delicate blooms and grasses. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera

With sweet traditions, the surfaces are evocative of icing and sugar pearls, and there are hand-written patterns and drawings, as well as naive motifs. Norwegian patterns are also characteristic of the style, as are fresh colours – in particular, peach and berry shades. Suitable flowers and plants are light and airy blooms, including feathery fringed gerberas, clematis, poppies, dahlias, delphiniums, foxgloves and lupins, as well as lady's mantle with delicate green grasses.

In addition, figurative decorations and colourful candies adorn the Easter tree. For example, hand-blown glass sweets, macaroons, biscuits,

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pretzels and croissants. Candies in general are an extremely popular motif this year. They are joined by pom-pom decorations in cheerful colours, hand-blown drops, sugar eggs and lollipops, and egg-shaped decorations made of folded paper. According to Claudia Herke, motifs in the style of designer Donna Wilson are also very harmonious here.

To go with this, there is shop design that combines vintage elements with modern urban themes. "In the window or suspended inside the shop, you can use a photographic wallpaper, for example, which depicts a café in a trendy part of London or Amsterdam. Or you can play with the motifs of this style world – from folkloric influences, to stencil motifs or prints, and checks in all variations. You can hang finely printed paper in stylised egg shapes from the ceiling. Traditional elements from the Erzgebirge also go well with this, including hand turned bunny rabbits and stylised blooms made of varnished wood in the colours of the theme", Herke advises. So according to the trend expert, there are countless models for playing with the theme of Easter in retail spaces, in order to encourage customers to discover and buy. The motto here is: 'always make it different and surprising for the customers'.



sweet traditions: culinary items like pretzels and croissants also go well on the Easter table. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera



Decorations with humour and charm – for example, hand-drawn patterns on porcelain. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera



Pictures above and below: Candies all around! There are 'sweet' decorations now – particularly in the classic coffeehouse style with delicate colours, or with colourful macarons, doughnuts, ice-creams and sweets. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera



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Frankfurt International Trade Fair for Seasonal and Festive Decorations  
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In addition, traditional bunny rabbits from the Erzgebirge enrich the Easter decorations. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera



White and pastel colours always look good on the Easter table. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera

Stilbüro bora.herke.palmisano, on behalf of Messe Frankfurt, was once again responsible for the prestigious trend show at Christmasworld 2019. To put this together, they filter out current trends from society, fashion, architecture and design and apply them to upcoming colours, shapes and materials in festive decorations. With the new products from the Christmasworld exhibitors, the trend show offered retailers an abundant 'decorative portfolio', from which they'll be able to draw for the whole year.

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Designers Claudia Herke, Cem Bora and Annetta Palmisano from the bora.herke.palmisano design bureau develop the Christmasworld trends on behalf of Messe Frankfurt. Source: Michael Zellmer

### **Note for journalists:**

You will find further information about Christmasworld at:  
[christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com).

### **Press releases and images:**

[christmasworld.messefrankfurt.com/press](http://christmasworld.messefrankfurt.com/press)

### **On the internet:**

[www.facebook.com/christmasworld](http://www.facebook.com/christmasworld)

### **Christmasworld: Seasonal Decoration at its best**

Christmasworld is the world's most important order venue for the international decoration and festive articles sector. Held annually in Frankfurt, it presents the latest products and trends for all festivities of the year and provides innovative concept ideas for decorating large-scale and outdoor areas for the wholesale and retail trades, shopping centres, DIY markets and the green sector. Christmasworld is characterised by the complete spectrum of festive decorations while a wide-ranging complementary programme with Trend Show, special exhibitions, events and expert lectures is a valuable and informative source of supplementary inspiration for everyday business life in the sector. The 2019\* event was attended by 1,089 exhibitors from 45 countries and over 45,300 visitors from 123 countries (\* before final FKM verification).  
[christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500\* employees at 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. 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).

Further information is available at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* provisional figures 2018

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