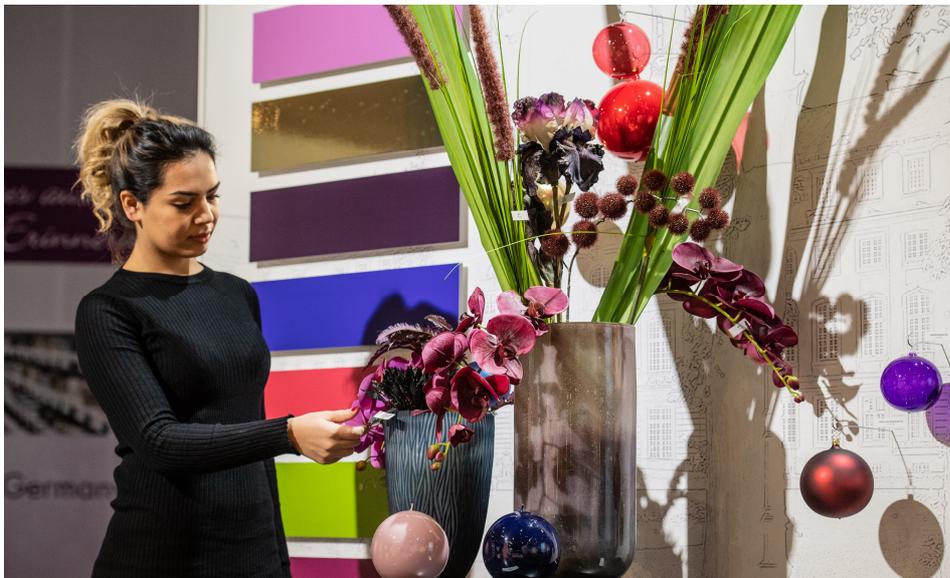


## Christmasworld Trends 2019/20: Summer shines with 'luminous celebrations'

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**When it comes to festive decoration, there are four major trend scenarios available to the retail trade for the 2019/20 season: 'tender festivities', 'essential ceremonies', 'sweet traditions' and 'luminous celebrations'. But how, in practical terms, are the Christmasworld trends translated into festivals and celebrations throughout the year? Designer Claudia Herke from Stilbüro bora.herke.palmisano gives some tips on trends and shop design.**

In summer, it is the glamorous Christmasworld trend 'luminous celebrations' that really comes into its own. This theme is full of the glitzy, glamorous party spirit, sparkling looks and shimmering fashion, which can all be easily and effectively transposed for private summer parties and for company events, as well as being applied more generally in the restaurant and hotel industries. Here, intense colours create strong accents to give a very modern and unusual look. With it, retailers can create an ideal shop window or floor display that attracts the attention of many customers from a distance and draws them in.



'Luminous celebrations' combines vibrant colours with elegant darker tones: together with shimmering surfaces, exotic plants and motifs, they create a spectacular setting. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutura

"The retail trade can concentrate on the following elements that form the core of this style scenario: elegant, luminous and dark shades with intense pigments and changing metallic colours, shimmering surfaces, sequins, spangles, ultra-glossy finishes and lurex effects, combined with velvet and feathers. This all fits in well with summer and brings a touch

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of exclusivity and exoticism to the shop,” explains designer Claudia Herke. In shop windows and interior displays, hanging paper banners with a printed wallpaper effect might be used. Most suitable here, suggests the trend expert, might be colour-washed, informal surfaces, that merge into one another; best of all in a strong, vibrant colourway such as pink or purple, with powerful lighting effects. “Use some exotic flower decoration as an eye-catcher, too: especially orchids, reed spikes, strelitzias. Decorative leaves like monstera and long, slim reed leaves underline the tropical atmosphere, which, in combination with decorative elements and figures such as beetles, dragonflies and butterflies, creates a stylish elegance. In order to provide a suitable context in which to display your goods, you can use a very simple high-gloss, lacquered pedestal or a black cube. These can be created quickly and easily with an appropriate foil or varnish,” recommends Herke.



‘Luminous celebrations’ forms the best possible backdrop for exotic plants. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera



‘Luminous celebrations’ extols the exotic: allusions to the jungle, including, for instance, beetle motifs, are particularly in vogue. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera

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Frankfurt am Main, 24 to 28 Jan. 2020



Butterflies and dragonflies are added to elegant motifs to reflect current trends. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera



'Luminous celebrations' fits in well with displays using high-gloss, painted pedestals or black cubes. 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 will be able to draw for the whole year.

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Designers Claudia Herke, Cem Bora and Annetta Palmisano from Stilbüro bora.herke.palmisano were commissioned by Messe Frankfurt to develop the Christmasworld Trends. 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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