

Press release

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## Christmasworld Trends 2019/20: Autumn focuses on 'essential ceremonies'

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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 autumn, decorations reflecting the Christmasworld trend 'essential ceremonies' are what's needed. As in the natural world, calm and cool colours come together here with warm, baked colours and matcha green. With festive decoration, retail shops can put the focus on craftsmanship and nature and display unaffected decorations for everyday moments of enjoyment. "Naturalness and modernity, combined with rough and rustic aspects, are the distinguishing features of 'essential ceremonies'. In general, the look is handcrafted, natural and authentic – it's my absolute favourite for autumnal shop decorations", says designer Claudia Herke.



essential ceremonies: naturalness and modernity come together with rough and rustic aspects. Warm and earthy colours and matcha green, as well as grasses and eucalyptus leaves, predominate here. Source: Messe Frankfurt Exhibition GmbH / Pietro Suteria

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This reduced style, with a modern accent, can be very well conveyed with dried flowers and slender tied wreaths, which can be woven onto

bamboo rings, for example. "Wreathes are not only suited to the Christmas period: they can also be viewed in an autumnal setting. They are equally well suited as photo motifs for the background to your window decorations. This works best with an elegant black and white look. Or you can play with different sizes of wreaths suspended freely", as trend expert Herke suggests. Alternatively, the look can also be highlighted with pine cones and sprigs, acorns, larch twigs and grasses.

"Combine twigs with dried leaves and eucalyptus leaf garlands. You can also make these yourself, by carefully interweaving fresh eucalyptus leaves", Herke adds. Rough and coarsely hewn wooden blocks are very suitable for displaying the products. When stacked they also enhance the natural character of this theme, and veneered wooden cubes complete the setting. In this way, the motifs of this style world can be perfectly displayed, drawing customers' eyes to its very essence.



essential ceremonies: matt, rough and untreated finishes emphasise the restrained look. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera



essential ceremonies: photo motifs with different sized wreathes or eucalyptus leaf garlands, as well as a combination of veneered and coarsely hewn wood cubes, are very suitable for product presentation. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera

Christmasworld - Seasonal Decoration at its best  
Frankfurt International Trade Fair for Seasonal and Festive Decorations  
Frankfurt am Main, 24 to 28 Jan. 2020



essential ceremonies: an emotional theme that combines modernity with natural colours and rustic materials. 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.



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)

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**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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