

Press Release

October 2019

The Christmasworld trends for 2019/20: winter celebrates 'tender festivities'

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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 design studio gives tips on the trends and shop design.

In the winter, the Christmasworld trend 'tender festivities' ensures a restrained festive decoration scheme in pastel colours. A cool, gleaming gold and frosted effects provide special accents and catch the eye – whether for Christmas decorations at home or in retail window displays. "Tender festivities is a calm and peaceful trend with a minimalist design. Central to it are unusual shapes and surfaces, combined with matt finishes and stone effects, as well as crinkled and folded textures and exquisite papers", says designer Claudia Herke. At the same time, these imbue this delicate style with a sparkling effect, which surprises customers and invites them to discover more.



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Tender festivities: the festive decorations come across as clean and minimalist and they play with unusual shapes and surface designs. The colours range from pale pastel colours to neutral, purist shades and a cool gold. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera

It is worth playing with these elements in shop design and window displays. Crinkled tissue paper, for example, can be used as a photo motif for background and wallpaper designs. On the delicate colour theme, an additional printed motif could be a transition from rose pink and violet to pale yellow.

In addition, mirror effects, glossy touches, chrome, and gold produce an optimal effect from a distance. "The use of cool gold, in particular, has an exquisite, sophisticated effect. You can add luminous highlights to this in your window decorations. Strings of fairy lights, illuminated garlands and luminous paper star decorations hung up in a row can be used very successfully for this", as trend expert Herke explains.

A lot of delicately tinted glass and frosted touches on the flowers and grasses chosen also emphasise the very modern, minimalist look.



Tender festivities: unusual shapes and surface designs, mirror effects and delicately tinted glass emphasise the modern, minimalist look. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera



Tender festivities has a calming effect and captures our attention with minimalist decorations and luminous paper stars. 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



Tender festivities plays with frosted looks on flowers and plants. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera



Tender festivities enchants us with special details and unusual surfaces. 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.

Press releases and images:

christmasworld.messefrankfurt.com/press

On the internet:

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

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

* provisional figures 2018

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