

family matters! The Christmasworld trends for 2020/21 bring into focus what really matters

Katrin Westermeyr
Tel. +49 69 75 75-6893
katrin.westermeyr@messefrankfurt.com
www.messefrankfurt.com
www.christmasworld.messefrankfurt.com

Conviviality, closeness, a sense of belonging. Having something in common, sharing something. Family matters is the guiding theme for the Christmasworld trends in 2020/21, identified and staged by the trend experts from Stilbüro bora.herke.palmisano .

How can retailers impress their customers, if emotions, the experience and convenience are the main requirements when shopping? First and foremost, with new products and displays that reflect the current zeitgeist. The motto for the Christmasworld trends in 2020/21 is, appropriately, 'family matters'. In a world that is becoming more complex, family, community and real human encounters are what matter. Enjoying things together, celebrating and sharing happy moments are becoming more important than ever as a counterpart to the digital world. They find their expression in three styles and colour schemes: 'green ritual', 'silken party' and 'happy get-together'. For the international decorative trade, they open up a myriad of design possibilities for putting new product ranges together that will surprise the customers time and again throughout the year.

The curated trend show is being developed and implemented by Stilbüro bora.herke.palmisano at Christmasworld, the leading international trade fair for festive and seasonal decorations, which will take place from 24 to 28 January in Frankfurt am Main. It will form the centerpiece in Hall 11.0 and inspire visitors with an exciting selection of exhibitor products and the necessary trend know-how, by means of lectures and guided tours through the different style worlds displayed.

At the present time, a responsible 'we' feeling and the desire for a more careful and environmentally-aware way of living is growing. "This manifests itself in the way that we organise our festivities: as celebratory gatherings where collective well-being is the first priority. Whether it is a personal or seasonal occasion, we organise our time together with a lot of love and effort to make it a joyful and enjoyable time. In so doing, we create precious moments, which strengthen and consolidate our interpersonal relationships", says designer Annetta Palmisano, from Stilbüro bora.herke.palmisano.

The Christmasworld trends are the first port of call and the most important source of inspiration and ordering aid for retailers, when it comes to the all-important question: which colours, materials and designs are coming, staying or going? What is new this time is that they

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

will be presented to retailers in a more eye-catching and user-friendly way. "We'll be presenting three style worlds and we'll be interpreting each of them in two different ways. In addition to Christmas decorations, there's a further variant – for example, for wedding, birthday, spring or autumn decorations – which is also clearly different in terms of the colours used", Palmisano adds. In this way retailers will get even more ideas for designing their product ranges for different occasions in the year.

green ritual – inspired by natural vegetation

A simple, almost minimalist design scheme addresses the theme of consciously giving things up as a reaction to a long-standing culture of wastefulness.



Closeness to nature in the colours and materials, as well as craftsmanship, take the lead in the green ritual theme. It is dominated by modern aesthetics – puristic, calm, timeless, authentic.

'green ritual' presents the calm colours of natural vegetation in two clearly distinct forms. In one half of the display, light and restrained shades, such as grey, taupe and sand, as well as a light fern green and reddish brown, dominate. These convey a light and spring-like flair and a puristic naturalness. In the other half, a mysterious and vegetative dark colour world dominates, with deep shades of red and dark leaves, which autumnal changes bring. "In addition to an atmospheric/festive take on Christmas decorations, this style also lends itself to a light and spring-like interpretation", Palmisano adds.

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Experimental and creative ideas, techniques, designs and materials are up against this restrained look. Blossoms and leaves worked in glass and paper, painted plants, vegetative and photo experimental motifs, watercolour effects, irregular and spotted patterns, as well as tactile, raw and rough surfaces, can be seen. Many of the designs have a deeper background. In a contemporary way, clay and glass work together with pale wood in simple functional shapes.

silken party – inspired by the most innovative fashion creations and created with precision laser technology

The designs for this elegant and sensuous style world are characterised by soft, organic and cloudy shapes. Unusual blossoms and petals provide a strong source of inspiration. It is a decorative scheme that comes over very well at weddings and summer celebrations.



silken party encourages a feminine colour range, high-quality materials and shiny ultra-smooth surfaces – the festive experience comes across as pleasantly soft, warm and tactile.

'silken party' presents a balanced palette: on the one hand, the delicate, pastel colour range combines soft creamy shades and fresh, feminine sorbet nuances. The second variant exhibits elegant and gleaming features, with warm and delicate shades.

The materials and embellishments are delicate as well as feminine. A metallic shimmer, a silky sheen and velvety matt effects interplay with each other. Modern drapery, soft volumes and flowing materials produce cosy effects. Fine glass and textiles, such as silk and organza, appear

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wafer-thin, translucent, super-fine and delicate. The exquisite overall look is complemented by shiny, ultra-smooth surfaces, high-quality finishes and discretely twinkling and softly sparkling effects.

happy get-together – inspired by the new urban way of life, with a focus on recycling

This characteristically urban style is all about making metropolises more liveable, by coming together, sharing and softening the boundaries between classic categories, such as yours/mine, private/public and city/countryside.



happy get-together: sustainable and innovative alternatives, in terms of materials and design, change the way that we celebrate and decorate. The colour range also reminds us of recycled elements. Source: Messe Frankfurt Exhibition GmbH

Fresh, appetising and milky shades remind us of freshly-pressed lemons, limes and mint lemonade, as well as grain and straw. The warm colour spectrum is dominated by a vibrant orange wax colour and more muted recycled colours, such as bottle green, and mélanges, speckled effects and colour mixes made by composite processes.

The 'Second Life' concept pervades the entire product world: from waste products, designers are developing exciting ideas for new shapes, surface textures and materials, such as PET and paper materials. The look of this style is characterised by unconventional ideas and handcrafted techniques, such as weaving, winding, tying and layering.

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Guidance and media tour

Designers Claudia Herke, Cem Bora and Annetta Palmisano, from Stilbüro bora.herke.palmisano, derive their trend prognoses for Christmasworld from current trends in fashion, society and interior design.

All the products used will be labelled with the name of the exhibitor and the stand number so the trend area will provide a concrete ordering aid and a helpful guide for a modern, and also profitable, product range and display.

To complement this, trend lectures will convey more information about current trends in fashion and product design, which will also boost successful sales in retailers' shops.

These will take place every day – from 24 to 27 January 2020 at 11.00 and 13.00, and on 28 January 2020 at 12.00.

In addition, visitors will be able to get trend cards free of charge from the Christmasworld Trends information stand in Hall 11.0, C 40 – so retailers will have all the relevant colours, shapes, materials and designs to hand at all times.

Note for journalists:

Further information and high-resolution photographs can be found at: christmasworld.messefrankfurt.com.

Press releases & 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 1,085 exhibitors from 44 countries and over 45,300 visitors from 123 countries
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Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers. www.conzoom.solutions

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve

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our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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