

Press Release

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The Christmasworld trend, 'happy get-together', at the Morles florist shop in Nüsttal

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The Christmasworld trend, 'happy get-together', is becoming even more important at the moment. This is because the concept of togetherness in times of 'social distancing' is taking on new meaning. Local retailers are also focusing on creative solutions for staying in contact with their customers. Personal interaction is a significant factor, whether it is in the private or professional sphere, and offline or online. For Karolin Roßdeutsch of flower shop *Blumenlädchen Morles, Gärtnerei & Floristik*, in Nüsttal near Fulda, it was soon clear that this trend would be one that would delight their customers.



It is all about 'happy get-together' at *Blumenlädchen Morles*, with customers invited to the garden party – from left to right: Julia Nawra and Simone Maurer (experts in visual marketing and decoration at *Juni Visuelles Marketing*), Elmar Fleck, owner of *Blumenlädchen Morles*, and his daughter Karolin Roßdeutsch. Photo: Messe Frankfurt Exhibition GmbH / Sandra Kreß, *Kreß und Komplizen*

In the future, the 29-year-old trained florist will be taking over responsibility for the six-strong team from her father and company owner Elmar Fleck. She visited Christmasworld in Frankfurt am Main in January and won the professional POS design prize, which was raffled for the sixth time in cooperation with the trade journals 'florieren!' and 'Dega Grüner Markt'. Commissioned by Christmasworld, visual merchandising experts Julia Nawra and Simone Maurer set to work on 27 May 2020, in order to put together an eye-catching display for the 'happy get-together' Christmasworld trend in the flower shop in Morles.

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The rurally located shop identified best with the 'happy get-together' theme because it has a very close and friendly relationship with many customers. In addition to this, the trend's colour combination goes particularly well with the style of the shop and their customers' taste. "Now the lockdown phase is over, it's time to enjoy real get-togethers more and to express the joy this brings with spring-like and summery decorations. The trend feels cheerful, light and refreshing – and this gives us courage for everything that is yet to come", says Karolin Roßdeutsch. Contrary to expectation, they have come through the Corona crisis well up till now: the nursery remained open throughout, whilst the flower shop was closed at times. Easter and Mother's Day went extremely well. So they are very happy with business in the spring. The alternative communications channels and the pick-up and delivery service they offered was very well and gratefully received by the customers. They were able to place orders by telephone, email, and WhatsApp, as well through a regional App on Instagram and Facebook.

A summery interpretation of 'happy get-together'

All in all, the Christmasworld trend was presented as a merry garden party – a carefree, cheerful get-together. "This is a very important issue, especially after the experience of social isolation. The pleasure in small things, importance of family and friends, and willingness to support each other and share is greater than ever. A withdrawal from globalisation and consumer consciousness is taking place. Sustainability, mindfulness and closeness to nature are becoming more important here. This can be conveyed very well with this trend", as design expert Julia Nawra of *Juni Visuelles Marketing* adds.



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On 27 May 2020, the *Juni Visuelles Marketing* team put together a colourful version of the Christmasworld trend 'happy get-together' at *Blumenlädchen Morles*. Photo: Messe Frankfurt Exhibition GmbH / Julia Nawra – *Juni Visuelles Marketing* and Sandra Kreß, *Kreß und Komplizen*

Natural materials, such as wood, wicker, jute and raffia, play a major role. These are plaited, twisted and tied by hand.

The table setting's theme can be seen in the shape of the glasses, candles, vases and ceramics, which have unusual, textured and speckled surfaces. In addition, light chains, lanterns, paper garlands and pom-poms are suggestive of garden parties. Matching wrapping paper, paper napkins, raffia rugs, jute cords for wrapping, and hoops for binding wreaths, complement the festive scenario.



Grasses, strawflowers and hydrangeas in delicate shades enliven the table setting.
Photo: Messe Frankfurt Exhibition GmbH / Sandra Kreß, *Kreß und Komplizen*

In terms of colours, the designers implemented the lighter version of the Christmasworld trend – with fresh and lively colours, complemented by darker yellow and green highlights from the second version, in order to adapt the trend to the summer season. Appropriate cut flowers, such as daisies, sweet williams, roses, celosias and summer plants, were contributed by *Blumenlädchen Morles*. These include eucalyptus, hydrangeas, calla lilies, roses, gypsophila, dahlias, craspedia, grasses, strawflowers and corn, among others.

"It was important for me to interpret the trend in a positive, carefree and light-hearted way - for it to be colourful, with delicate flower patterns and uncomplicated, cheerful objects", says Nawra.

The focus of the product presentation

The trend was put together in the front part of the shop, which is perfectly suited for special and trend themes, as well as events and presentations. The experts found ideal conditions for developing their creativity here – for the display, for example, they were able to use the wooden panels on the back wall and easily suspend things from the ceiling using screw-in hooks.

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The *Juni Visuelles Marketing* creative team work hand in hand. Photo: Messe Frankfurt Exhibition GmbH / Sandra Kreß, *Kreß und Komplizen*

The outside area, with two windows to the right of the main door, was also used to give a foretaste of what is inside. In this way, customers gained very first impressions from outside the shop, were made aware of the trend theme, and were able to find corresponding products for the theme directly in the entrance area. It was possible to use a uniform range of furniture already available in the shop in both areas. Banners, invitation postcards and stickers for the shop window were produced specifically for the initiative, with graphic motifs based on the trend.

Ever-changing shop designs at the *Blumenlädchen*

When the *Blumenlädchen Morles* visit Christmasworld in Frankfurt, they head first for the trend area. "We're always on the lookout for new ideas for putting our product range together, so the trend area is very useful for us", says Karolin Roßdeutsch, who sets great store by a varied shopping experience with the displays in the shop. "We regularly rearrange our shop floor and put in new products, so there's always something new for customers to discover. Colour-coordinated areas, gift items and semi-sparkling wines (*secco*) round off the range. The fact that we have won this professional design prize is the icing on the cake for us, and it motivates us even more to inspire our customers with unusual initiatives and designs", says Roßdeutsch.



Owner Elmar Fleck with members of his family company in front of the *Blumenlädchen Morles*. They informed their customers about the initiative in advance on Facebook and Instagram and are looking forward to awakening their curiosity. Photo: Messe Frankfurt Exhibition GmbH / Sandra Kreß

Her father, Elmar Fleck, established the nursery and flower shop in Hofbieber-Niederbieber in 1984. In 1993, the flower shop was opened in Morles. In 1998, the move to the 'Alte Tankstelle' in Morles took place. In 2006, the flower shop was rebuilt with a retail sales greenhouse on the new industrial estate in Morles. The site extends over 2,000 square metres, the shop area covers 80 square metres, and the outside sales greenhouse covers 1,500 square metres. At the present time, they employ six members of staff (full and part time), in addition to the owner, and they operate a garden and grounds maintenance service as an additional company.

The next Christmasworld will take place from 29 January to 2 February 2021.

Note for journalists:

You can find further information at: christmasworld.messefrankfurt.com

Press releases and images:

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Christmasworld: Seasonal Decoration at its best

Christmasworld focuses on the busiest and most emotional time of the year, and reflects the 'point of sale' experience unlike any other consumer-goods trade fair. This makes it the world's most important order venue for the international seasonal and festive decoration sector. Held annually in Frankfurt am Main, Christmasworld presents the latest products and trends for Christmas and all other festive occasions. But that's not all: it also supplies innovative concept ideas for decorating big and outdoor areas for the wholesale and retail trades, shopping malls and city centres. Christmasworld is distinguished by the complete spectrum of seasonal and festive decorations. Additionally, the complementary programme of events with the Trend

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Show, as well as special exhibitions, expert lectures and workshops, is a valuable source of inspiration for the retail trade. In 2020, Christmasworld attracted 1,091 exhibitors from 50 countries and 43,945 visitors from 128 nations.

Further information: christmasworld.messefrankfurt.com

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

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* preliminary figures 2019

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