

Press release

July 2020

Rethinking the holiday season – a virtual meeting with encouraging insights

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

On 28 July, the free Christmasworld web seminar was held in cooperation with Fashion Snoops, and it reached more than 480 participants online. Leading experts in the festive decoration industry and the Home + Interiors team from Fashion Snoops discussed the effects of the COVID-19 pandemic on the festive season and how it will influence our traditions in the years to come.

In particular, discussions centred around the impacts of the situation on consumer behaviour and the resulting opportunities for manufacturers and retailers. Messe Frankfurt and Fashion Snoops presented this web seminar together with **Jaye Anna Mize**, VP & Creative Director of Home & Interiors, Fashion Snoops, **Julia Uherek**, Group Show Director Consumer Goods, Messe Frankfurt, **Amanda Farr**, Home & Interiors Editor, Fashion Snoops, **Helmut Schmidt**, Managing Director, Weihnachtsland, **Mart Haber**, Managing Director, ShiShi, and **Pascal Koeleman**, Co-founder, 2deziign.



If you missed the panel discussion, you can watch it for free at: www.conzoom.solutions.

The experts on the panel agreed that overall the themes of sustainability and a new sense of solidarity and responsibility will play an important role in future Christmas decorations. After their experiences of lockdown in the last few months, people are focusing on what is essential - more time with the family, their hobbies, baking, cooking, making things, creative virtual interaction with one another to bridge the physical distance, and improving the appearance of their own four walls.

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

According to Jaye Anna Mize, clearing out and reorganising, getting rid of unnecessary clutter, and keeping and rearranging things that individuals perceive to be precious instead, are some of the most popular activities in the lockdown phase.

In addition to this, the latest trend forecast from Christmasworld is 'family matters'. In January every year in Frankfurt am Main, the trade fair offers inspiration for the most lucrative time of the year with its range of festive and seasonal decorations. Central to this is personal interaction with family, friends and other communities. **"This personal interaction – both in family and business life – cannot be replaced online. We've learnt this from the crisis.** It will be even nicer when we are eventually allowed to meet up again, surrounded by decorations in our own private homes and city centre shopping streets, which convey a feeling of well-being and a degree of normality and security.

No matter what happens, Christmas will take place and certainly provide a traditional place of retreat", Julia Uherek emphasises, bringing into focus the positive perspectives for all manufacturers and retailers who are concerned with Christmas-related products and services.

Christmasworld exhibitor Helmut Schmidt echoes her words: "Christmas is celebrated within the family. Nothing will change in that respect. Christmas has survived a number of crises. This year, however, with the pandemic and restricted travel possibilities, we have a situation that's never been experienced before. **I'm sure though that the resurgent trend towards cocooning will give our sector a push.** For example, I anticipate that Germans will emulate Americans and start decorating their houses much earlier this year, both outside and in. This will certainly change." In particular, **there will be a greater focus on outdoor decorations this year** – all were agreed about this.

"I also think that next **Christmas will be celebrated in a more creative, intimate and personal way.** This could include, for example, homemade decorations, old recycled decorations, or a Christmas tree made from clay. **It's our task to give retailers and end consumers inspiration for atmospheric decorations that fit perfectly with the spirit of today.** There's no need for everything to be completely new, just newly combined and complemented with small details. Just as with cooking, when fine spices make all the difference", as Pascal Koeleman corroborates.

The most important thing is to be together, to celebrate, and to exchange ideas – even if we're physically separated for the time being. The pandemic calls everything into question, and it reminds us of our core values. **Fashion Snoops sums up current consumer needs with the following keywords: 'New traditions', 'Self-sustainable' and 'Less but better'.** Christmasworld exhibitor Mart Haber confirms that customers are paying more attention to quality; they increasingly want to do without plastic and they question the concept of product packaging. **"Our shops are open, and in this crisis situation, consumers are happy to spend money on their homes. We can see this clearly",**

Christmasworld - Seasonal Decoration at its best
International Frankfurt trade fair for festive and seasonal decorations
Frankfurt am Main, 29.1.-2.2.2021

says Haber. In addition, decorations that can be easily personalised are much in demand – for example, Christmas tree baubles that can be decorated with individualised messages.

The fact that nature is being brought indoors, for example, with real Christmas trees, flowers and plants, and natural materials, fits in very well with the desire for reduced, but at the same time, higher-quality decorations. According to Koeleman, the demand for real Christmas trees is already more than 30 percent higher than last year.

Interest in natural and sustainable materials was already on the rise at Christmasworld 2020 and this trend will continue to strengthen. The corona era appears to have triggered a more conscious way of living. Whilst the new everyday life brings more digitisation with it, it also provides more space for all things that are emotional and haptic. "The retreat into the private sphere, sustainability, recycling, and upcycling are topics that will also play a major role at Christmasworld 2021. From 2021, the 'Sustainability' Special Interest logo will identify manufacturers who have sustainable products in their ranges. This will be in the exhibitor search, the Christmasworld App, the trade fair catalogue and on the information stands in the exhibition centre", says Uherek. She gave an **overview of the Christmasworld trends for 2021/22**, which are on the theme of **'together'** – a very strong and highly topical concept. The focus remains on sustainability and community here. The **'contemplative approach'** style world is concentrated on nature: primal, tactile and unpretentious. **'heirloom feelings'** recalls poetry and grace: nostalgic, young and playful. **'spirited response'** inspires us with sustainable solutions: original, creative and unconventional.

Helmut Schmidt sums up: "We are very pleased that Christmasworld 2020 was still able to take place. Now we work an extra hour every day. We had about a 20% shortfall in orders with just a few business partners who had to close for longer because of the current situation. **This makes participation all the more important at the next Christmasworld in 2021.** It will be more important for us than ever before, because personal interaction is essential for successful business. Our customers are able to experience the products haptically, which is essential for our sector."

If you missed the panel discussion, you can watch it for free at:

www.conzoom.solutions.

<https://www.conzoom.solutions/en/how-covid-19-affects-the-way-we-decorate/>

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 & images:

christmasworld.messefrankfurt.com/press

Christmasworld - Seasonal Decoration at its best
International Frankfurt trade fair for festive and seasonal decorations
Frankfurt am Main, 29.1.-2.2.2021

Social media:

www.facebook.com/christmasworld

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. 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

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve 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).

For more information, please visit our website at: www.messefrankfurt.com

Christmasworld - Seasonal Decoration at its best
International Frankfurt trade fair for festive and seasonal decorations
Frankfurt am Main, 29.1.-2.2.2021