

christmasworld

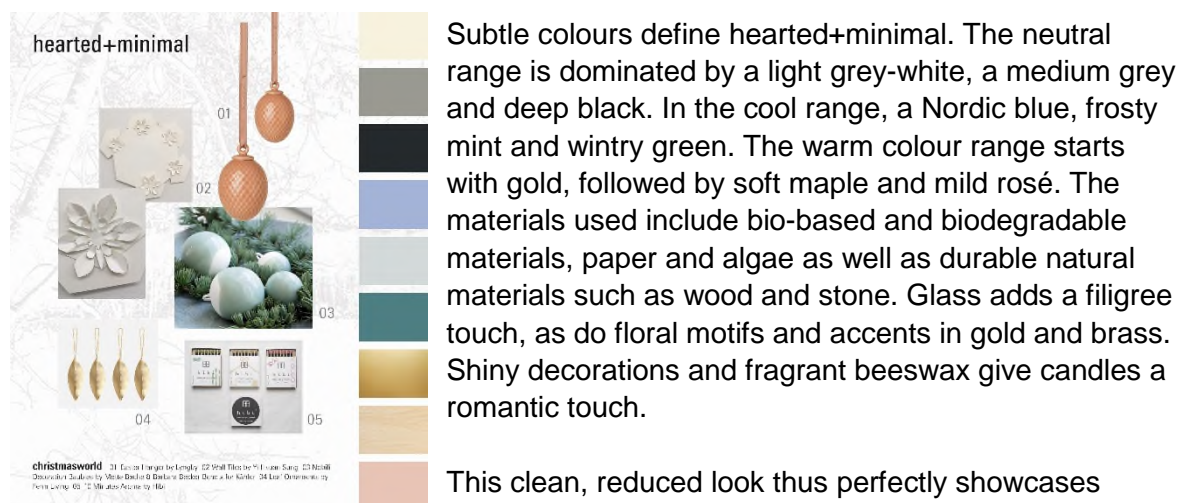
Christmas trends in demand in 2022

Frankfurt am Main, August 2022. Which colour and theme worlds are trending in Christmas decorations this year? And what was particularly in demand in this second exceptional pandemic year without a chance of visiting the leading international trade fair for festive and seasonal decorations? International Christmasworld exhibitors reveal their insights.

"hearted+minimal", "mystic+originate" and "local+vital" - these are the names of the three major trend worlds for the coming festive season this year, developed by the style bureau Bora.Herke.Palmisano on behalf of Christmasworld. Here, "hearted+minimal" stands for the conscious use of resources and brings natural materials to the fore with light colours and fine products. "mystic+originate" blurs reality and imagination and delves into natural yet surreal worlds. "local+vital", on the other hand, creates closeness through local products and characteristic design and brings cheerfulness through striking colours. What all three style worlds have in common is that sustainability, durability and a return to tradition are increasingly coming to the fore in festive decorations. These aspects are reflected in the product selection and the general trend statements for 2022+.

Three style worlds that show the upcoming colours, materials, inspirations and styles for 2022 and offer retailers a wide range of design options. But what was ordered particularly well in the second Corona exception year? What will be increasingly found in stationary and online retail in a few weeks' time? A few selected exhibitors share their opinions on this.

Clean look like hearted+minimal



This clean, reduced look thus perfectly showcases sustainable, natural products and particularly attracts people who are becoming more mindful when shopping and questioning the origins, manufacturing conditions and materials of the products on offer. And this increasingly

applies to festive decorations as well. Whether ribbons made of organic cotton, vegan candles, Christmas tree stands made of recycled plastic waste or spectacular light decorations for city centres made of biodegradable sugar cane - the demand for these products is growing.

Exhibitor Vivant Decorations from the Netherlands sums it up nicely: "On the one hand, nature plays a major role this winter as a source of inspiration for designs and patterns inspired by natural textures and surfaces - such as corals, mushrooms, sponges, honeycomb structures, shells, leaves or dried flowers. On the other hand, the issue of sustainability is becoming increasingly important. We try to extend the life cycle and usability of products through recycling and upcycling. We turn leftovers into something useful and beautiful at the same time. The sales figures show that articles that support the well-being of nature are well received," confirms Doreen Lortye from Vivant Decorations. Examples are ribbons made of 100 per cent cotton with catchy texts like "Handmade" or "Hohoho", jute cords with wooden beads and brass bells, handmade winter pendants with winter-inspired gold print or the reusable Lucente gift boxes.



Example of a clean, cosy look in soft tones by Graziani from Italy. Photos: Graziani



In this look, Vivant Decorations offers crystal leaf-shaped decorative pendants, for example. The natural tones promote a cosy ambience - gold brings more elegance. Photos: Vivant Decorations

Elegant look like mystic+originate



mystic+originate: Creamy white, silvery grey and dark grey form the neutral range of colours. Violet, petrol and a powdery shade of violet determine the cool colours, while a mossy green, warm light brown and strong earthy brown represent the warm range. Patterns and materials that could have come from nature dominate the picture - such as alienated stone grains, crystalline shapes and blurred patterns as well as shimmering points of light. Diverse glass art with colour effects and inclusions characterise the product spectrum just as much as glamorously printed wrapping paper. Olfactory stimuli also play a major role, for example with scented papers or perfumed candles.

If you ask exhibitors, it is confirmed that a mystically elegant look in earthy tones remains a strong theme. It is noticeable that especially dark colour worlds with black, brown, gold and partly also silver as well as dark woods provide a touch of luxury this season and lend glamour to Christmas tables. In the "Luxury Trees" series from Ambiente Europe, a mystical black and shimmering metallic tones make a modern and trendy statement for Christmas this year. The "Timeless Luxury" collection from Inge's Christmas Decor also plays with an elegant combination of brown and black as well as golden accents.



Luxury Trees in black, gold and bronze are popular and bring glamour in art deco style to the festive tables. Photo: Ambiente Europe



Timeless Luxury shows an elegant combination of black, brown and gold.
Photo: Inge's Christmas Decor

Classic pillar candles in a matt look are also in high demand - but please be sustainable, as with the candles from Gebr. Steinhart, which are made from natural renewable raw materials and are offered with completely plastic-free packaging. In addition, reusable gift packaging in glossy looks, such as Vivant Decorations, is doing very well.



The candles from Gebr. Steinhart's Nature line are made from natural renewable raw materials such as rapeseed wax. Photo: Messe Frankfurt/Pietro Sutera



The trend is towards reusable gift packaging, such as Vivant Decorations.
Photo: Vivant Decorations

Colourful look like local+vital



local+vital: In this trend, the tones are powerful and show off graphic shapes as well as individual motifs. Light porcelain, rich beige and black are found in the neutral range. In the cool range, milky nuances of May green and lime are juxtaposed with a strong azure blue. Ochre, urban red and strong signal red characterise the warm colour range. Illustrative motifs and graphic patterns dominate the surfaces of the materials. Moving waves, dot motifs and high-contrast drawings convey a positive and sweeping expression. Traditional objects, hand-painted Christmas decorations and stationery are staged with folklore patterns.

A colourful look seems to be the faithful crisis companion, because what is now increasingly in demand are the traditional Christmas colours and above all candles in all variations. This year in twisted form particularly graceful or spherical with a smooth shiny surface as at Graziani.

"Wax candles are a popular product, especially at Christmas time. A burning candle stands for home, togetherness and happiness. If the candle that takes centre stage is a designer candle, this also enriches the living ambience. The colours that are most popular in Europe in the run-up to Christmas are red, English green and burgundy. Classic and timeless shades, but in combination with the glossy finish and avant-garde shapes, they become a must-have for the home. Following the European colour trends, we have included two new colours that blend into shades of blue: "very pery" and "teal". Two

colours that will also be seen at the upcoming Christmasworld 2023 in Frankfurt," says Amanda Martinucci, Communications Manager at Graziani in Italy.



At Graziani, burgundy, red, and English green are the most popular in Europe. Photo: Graziani

Ludger Post from Design Studio Ambiente Europe also confirms: "Our candles are always very popular for table decoration, but also as gifts or simply as mood enhancers." With the Skating Dwarfs collection, the designers of the Dutch manufacturer present a motif that will create a good mood on the festive days in a humorous way and with a little wink - the sales figures speak for themselves.



The Skating Dwarfs collection with funny Christmas gnomes is a big hit at Ambiente Europe - but candles with stylish winter forest motifs, birds and squirrels are also doing well. Photo: Ambiente Europe

Classics thus remain an evergreen in these tense times, although traditional Christmas colours and motifs are happy to tolerate a modern update. At Inge's Christmas Decor, two collections are doing particularly well: "Christmas Classics" presents classic Christmas colours in crimson and fir green combined with dark blue and black. Traditional Christmas motifs round off the festive mood. Tradition is reinterpreted in "Refreshed Memories".

Vivid red and rich green combined with white and silver accents spread more carefree cheerfulness.

At Krebs Glas Lauscha, too, there are two main trends for the Christmas tree: Firstly, the elegant Scandinavian Christmas tree decorations of the "Scandic Xmas" collection in the typical northern European colours of white, red, and green. On the other hand, the "Christmas Night" collection is in demand, with its nostalgic motifs evoking fond childhood memories and conveying safety and security. Here, too, the traditional colours red, gold, and green dominate.



Christmas Classics creates the familiar festive mood with familiar colours and motifs. Photo: Inge's Christmas Decor



Refreshed Memories features lots of fresh white and classics interpreted in a modern way. Photo: Inge's Christmas Decor



At Krebs Glas Lauscha, high-quality Christmas tree decorations made of real glass in Scandinavian style are in demand - for example, the glass bauble set with hand-painted holly decoration. Photo: Krebs Glas Lauscha

At the upcoming Christmasworld, exhibitors will be showing their new products for Christmas 2023.

From February 2023, Christmasworld will be held at the Frankfurt exhibition centre at the same time as the leading international consumer-goods fairs Ambiente and Creativeworld.

Ambiente/Christmasworld: 3 to 7 February 2023
Creativeworld: 4 to 7 February 2023

Information for journalists:

For further information, please visit: christmasworld.messefrankfurt.com.

Press releases & images:

<http://christmasworld.messefrankfurt.com/press>

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Informationen zur Christmasworld

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles - from hand-blown Christmas tree baubles, ribbons and packaging to large-scale light displays for shopping centres and city centres..

christmasworld.messefrankfurt.com

Home of Consumer Goods – der neue One-Stop-Shop für die globale Ordersaison

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible. Branche. Hier werden die angesagten Trends präsentiert und die globalen Metatrends erfahr- und sichtbar.

Nextrade - the order and data platform for the home & living industry

The digital order and data management system Nextrade for brands and retailers in the consumer goods industry extends the trade fair and enables orders to be placed at any time of day or night, 365 days a year.

www.nextrade.solutions

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 revenue. 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

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-

pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. 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).

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