

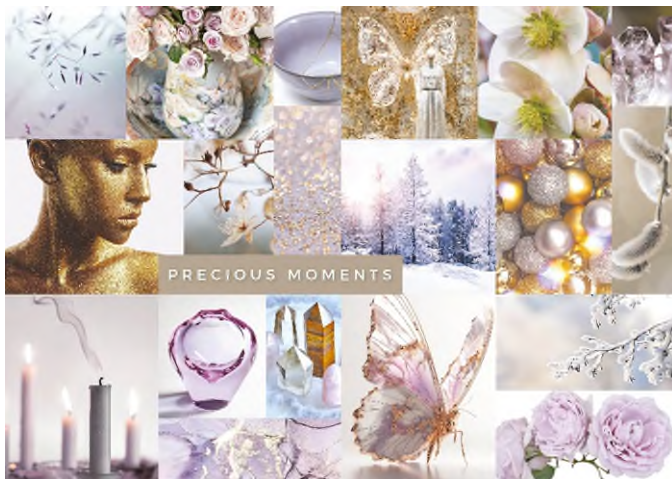
news +++ Christmasworld - Seasonal Decoration at its best  
07 to 11 February 2025

## christmasworld

### For a shopping experience with wow factor: Decoration Unlimited 2025

**Frankfurt am Main, October 2024. A striking decoration at the point of sale transforms shopping into an emotional experience. From 07 to 11 February, Decoration Unlimited – the special presentation at Christmasworld – will once again offer the opportunity to experience new creative ideas for an individual customer approach. This year, Decoration Unlimited will inspire trade fair visitors in the foyer of halls 5.1 and 6.1 not only with the motto Precious Moments but also through soft nuances, romance and glamour.**

Gold, silver and a touch of lilac characterise the mood board of 2dezn, the design experts from the Netherlands, who create the annual blockbuster presentation at Christmasworld. The success of Decoration Unlimited lies in the enormous importance of festive and seasonal decoration in visual merchandising at the POS. Striking decoration creates a surprising wow effect and a gateway to another world. With a completely unexpected presentation, retailers are opening their customers' eyes to exciting new products and encouraging direct purchases. Shopping becomes an experience. Decoration Unlimited shows how.



The special presentation Decoration Unlimited in the foyer of halls 5.1 and 6.1 inspires buyers to create a wow effect at the POS. Graphics: Messe Frankfurt/2dezn.

Precious Moments is the motto of Decoration Unlimited 2025. Rudi Tuinman and Pascal Koeleman from 2dezn combine numerous exhibitor products into an emotional work of art – in the upcoming edition with a focus on seasonal decoration that can be used all year round. The special presentation will be characterised by rounded shapes, gentle nuances, romance, and glamour. Circular stand spaces will create islands of inspiration and underline this approach. In addition to flowers and plants, the designers use other design

elements from nature, such as butterflies. Trade visitors can look forward to another highlight: printed fabrics as large-scale atmosphere creators. The colour palette underlines the mix of romance and glamour. The base of the show is kept in neutral beige tones, delicate pastel shades in combination with winter white and champagne. The accent colour is a hint of lilac and the right amount of Christmas is provided by gold and silver tones.

The designers will be available to answer questions from trade visitors in person throughout the fair.

### **Next trade fair dates**

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. However, they will be moved to the beginning of February to ensure that the trade fair dates are harmonised.

Ambiente/Christmasworld:	07 to 11 February 2025
NEW: Creativeworld:	07 to 10 February 2025

### **Note for journalists:**

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

### **Press releases & images:**

[christmasworld.messefrankfurt.com/press](https://christmasworld.messefrankfurt.com/press)

### **On social media:**

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