

news +++ Christmasworld - Seasonal Decoration at its best  
06 to 10 February 2026

## christmasworld

### Christmasworld Trends 26+: brave, light & solid

Frankfurt am Main, 02 September 2025. The Christmasworld Trends 26+ have arrived! At today's press conference for Messe Frankfurt's consumer goods fairs, visitors were given a preview of the upcoming trend directions. These trends transport us into a world full of magic, where familiar traditions are reimagined and visionary design provides impulses for the future – all to be experienced from 6 to 10 February 2026 in the trend area of the world's leading trade fair for seasonal and festive decoration in Frankfurt.

Amid shimmering lights, mysterious colour palettes and iconic designs, narratives emerge that inspire hope and imagination. "The three trend themes brave, light and solid each unfold their own unique story – from iconic nutcracker sculptures that blend tradition with modernity, to enigmatic objects that challenge our perceptions of materiality, all the way to timeless glass designs that bridge past and future", explains Annetta Palmisano from the renowned trend experts of Stilbüro bora.herke.palmisano. "Our examples show: behind every design lies not just aesthetic appeal, but a compelling story."



With high-quality, circular materials and creative forms, the trends offer a sensory journey through a festive yet modern world – vibrant, captivating, and full of optimism. Graphic: Messe Frankfurt

#### brave

The **brave** style direction thrives on dynamic contrasts: warm, earthy tones are paired with metallic accents and unexpected material combinations. Artisanal surfaces, fine woods and ceramic textures are placed on an equal footing with digital, experimental finishes. Figurative motifs and retro-inspired patterns evoke memories and offer a sense of comfort, while bold, innovative forms open new perspectives. Together, these elements create a harmonious overall impression that powerfully unites past and future, tradition and innovation.

## **light**

The **light** style direction unfolds in a palette full of fineness and poetry: transparent materials, gentle light refractions and organic shapes create a floating, almost surreal aura. Matte silver evokes moonlight, while misty pastel tones meet softly and are mysteriously framed by darker, nature-inspired hues. Craftsmanship heritage merges with digital technologies to form multisensory experiences that radiate both comfort and optimism.

## **solid**

Clarity, trust and permanence come together at **solid**. Geometric shapes, modular solutions and mirror-like surfaces combine minimalism with poetic rigour. The colour palette features neutral whites, cool, pure tones and metallic accents such as steel or aluminium, contrasted by vivid saturations. Retro references and reimagined classics meet durable materials and sustainable design – resulting in a powerful aesthetic that feels modern, pared-down and forward-looking.

## **A guide and ordering aid for the trade**

For many years, the Christmasworld Trend Area has been regarded as an international compass for style directions in the consumer goods sector. It provides valuable orientation and inspiration for purchasing decisions to trade visitors. The renowned trend experts of Stilbüro bora.herke.palmisano derives the Christmasworld Trends 26+ from global currents in design, fashion, art and lifestyle. With precise analysis, it formulates answers to the pressing question of how we want to live today and tomorrow – from 6 to 10 February 2026 in the foyer of Hall 4.1.

## **Next trade fair dates:**

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre.

Ambiente/Christmasworld:	06 to 10 February 2026
Creativeworld:	06 to 09 February 2026

## **Note for journalists:**

Discover further news, 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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