

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

christmasworld

Sun, Sand and Santa: Decoration Unlimited 2026

Frankfurt am Main, September 2025. Christmas under palm trees – a dream for many that becomes reality at Decoration Unlimited in February 2026. From 6 to 10 February, Christmasworld's special presentation will transform the foyer between Halls 5.1 and 6.1 into a tropical festive world full of ideas for a POS that sells. The new theme “Tropical Bounty” combines summery lightness with festive spirit, turning wanderlust into a fresh perspective on celebration in all its forms.



Decoration Unlimited 2026: Summer ease meets festive sparkle.
Graphic: Messe Frankfurt/2dezin

Who hasn't dreamt of celebrating Christmas on a beach, with sand between your toes, a fruity cocktail in hand, and tropical treats on the table? At the same time, still enjoying those warm feelings of family, tradition and togetherness. In many tropical countries, Christmas is just as joyful and colourful, celebrated with parades, music and fireworks. "We want to surprise people, spark emotions and share inspiration – with colours that make people smile and decorations that tell stories. Christmas can be tropical too: with flamingos instead of reindeer, palm trees instead of firs – and still full of warmth and a sense of family," says Rudi Tuinman, 2dezin.

The new concept goes all in on glowing pastel tones like aqua, mint, bubblegum pink or peachy orange, combined with natural materials like wood, rattan and sisal. Gold accents, driftwood, seashells and tropical fruits add a festive touch for Christmas and all kinds of celebrations. "Tropical Bounty" transports visitors to the foyer of Halls 5.1 and 6.1 into a tropical Christmas and party world – and impressively demonstrates how to create eye-catching displays and POS setups that work both for the Christmas season and other festivities throughout the year. The staging shows how tropical colours, materials and motifs can also be used for birthday parties, weddings or other festive occasions. Party and festive items are deliberately integrated to inspire retailers to target a broader audience.

With Decoration Unlimited, Christmasworld 2026 once again shows how shops, event spaces and retail areas can become magical places that spark joy and engagement. It's all about happy colours, natural textures and a vibrant look that speaks to the senses – and creates a shopping experience people won't forget.

Next trade fair dates:

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

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

Note for journalists:

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