

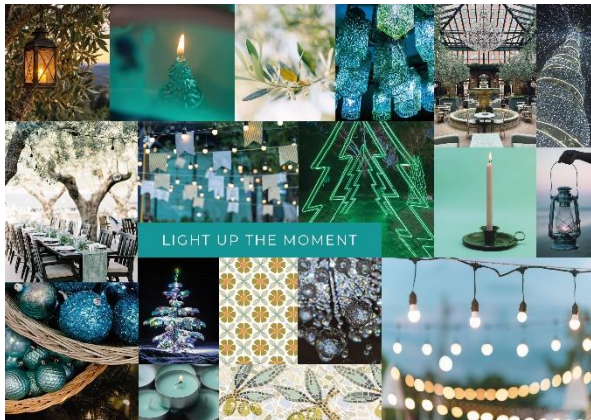
news +++ Christmasworld - Seasonal Decoration at its best
29 January to 2 February 2027

christmasworld

Decoration Unlimited Illuminates Hall 6.2

Frankfurt am Main, October 2026. A new concept, a new location: under the motto “Light up the Moment”, the showstopper Decoration Unlimited is moving to Hall 6.2 in 2027. As the leading international trade fair for seasonal and festive decorations, Christmasworld opens up striking merchandising concepts that help retailers continually surprise customers with new product ranges and creative displays. At Stand D40, the Dutch design duo 2Dezign will demonstrate how seasonal and Christmas lighting objects from Christmasworld exhibitors can transform the point of sale into a point of emotion and create powerful incentives to buy.

Light has the power to transform a space, create an atmosphere, and turn an ordinary setting into something extraordinary. This is precisely where “Light up the Moment” comes in. For five days from 29 January on, 2Dezign will create an inspiring immersive experience in Hall 6.2 at the Frankfurt exhibition grounds, where light, colours and seasonal decoration come together in unexpected ways. Selected products from Christmasworld exhibitors will be used to create a spectacular overall display, providing practical inspiration for eye-catching shop windows and retail spaces, as well as for indoor and outdoor areas and event decorations.



Decoration Unlimited 2027 will be located in Hall 6.2, Stand D40.
Graphic: Messe Frankfurt.

At the centre is a lush olive garden lounge. Natural greenery and fresh shades of turquoise provide the backdrop for a variety of lighting effects: small points of light twinkle amongst the branches, illuminated objects create focal points, and reflections constantly alter the perception of the space. As the world's largest trade fair for candles, Christmasworld also showcases the interplay of different light sources in this installation: candlelight meets sparkling ornaments, decorative lighting and illuminated objects. At the same time, the lounge serves as a meeting place, inviting visitors to chat and linger. "With 'Light up the Moment', we're showing that light is far more than just illumination. It evokes

emotions, changes the way a room is perceived and gives décor a whole new dimension. Sometimes, even a small accent of light is enough to create a big 'wow' effect," explains Rudi Tuinman of 2Dezign. Rather than displaying products in isolation, Decoration Unlimited places them in new contexts, providing trade visitors with ideas for creating emotional displays at the point of sale and underlining Christmasworld's role as a source of inspiration for seasonal displays.

The new buzz in Hall 6.2

Hall 6.2 also sees changes in the area surrounding Decoration Unlimited: with Bloomingville, Dragimex, Duif, Exner and the Taspo | Natural Christmas joint stand, attractive Christmasworld exhibitors are moving onto the hall floor, complementing the range of seasonal decorations available. This creates an exciting interplay of products and inspiration, providing trade visitors with new ideas for their product ranges and how to showcase them. Decoration Unlimited adds a special touch as an emotional highlight, making Hall 6.2 a key destination for anyone wishing to showcase seasonal decorations to great effect.

Next trade fair dates:

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

Ambiente/Christmasworld:	29 January to 2 February 2027
Creativeworld:	29 January to 1 February 2027

Note for journalists:

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