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nordstil

## Ethical Style at Nordstil Summer 2024

**Frankfurt am Main, April 2024. From 27 to 29 July, the Hamburg exhibition grounds will once again be transformed into the local centre for stylish product range design. With the curated Ethical Style programme, Nordstil presents focused inspiration for a more sustainable point of sale.**



The Special Interest Ethical Style bundles the various facets of sustainability into six categories: Eco-Friendly Material, Eco-Optimised Production, Fair & Social Production, Re-/Upcycling Design, Handmade Manufacturing and Sustainable Innovation. Picture: Messe Frankfurt / Jean-Luc Valentin

"With **Ethical Style by Nordstil**, we take various aspects of sustainability into account and focus on one thing above all: orientation in the business-critical megatrend and an efficient search for the right partners for our visitor's product ranges", says Susanne Schlimgen, Director of Nordstil. An independent jury of international experts curates the Special Interest and selects around 40 exhibitors in this edition. Selected companies include **Becker Manicure** (A4 C73), **dorothee lehnen** (A3 C42), **Herforder Werkstätten** (B2.EG B01), **Klatt objects** (A3 C64), **Könitz Porzellan** (B1.OG B58), **Öjbro Vantfabrik** (A3 C93) and **SORUKA** (A4 C81 / B4.EG B44).

Visitors can identify all participating companies through the labelling directly at the trade fair stand or in the online exhibitor search under the special interest Ethical Style by Nordstil. Two ethical style spots (B1.EG) showcase selected products directly for the point of sale. The programme of speakers in the Forum (B1.EG B10) at this edition of Nordstil also offers a wide range of insights into the megatrend of sustainability, such as the keynote by Mimi Sewalski, Avocadostore, *Sustainable Brands, Green Communication - the fine Line between Greenhushing and Greenwashing.*

The Summer Nordstil will take place from 27 to 29 July 2024.  
The next Winter Nordstil will take place from 11 to 13 January 2025.

**Information for journalists:** Further details and photographic material of Nordstil can be found at <https://nordstil.messefrankfurt.com/hamburg/en/press.html>

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