

news +++ Nordstil  
11 to 13 January 2025

nordstil

## Season opening in Hamburg: Nordstil kicks off the ordering year

**Frankfurt am Main, 7. January 2025. New year, new insights, new perspectives! Ready for essential lifestyle trends and industry news? As the first consumer goods fair of 2025, Nordstil Winter will be presenting everything that's trendy and important for the coming season from 11 to 13 January in Hamburg. On top of this, there will be plenty of lectures and special presentations that will provide new ideas and inspiration.**



New year, new perspectives: New products from around 750 exhibitors, inspiring areas and valuable expert knowledge invite you to Nordstil Winter 2025 from Saturday to Monday. Photo: Messe Frankfurt / Rolf Otzipka.

Welcome to the first consumer goods fair of the year! Next Saturday, 11 January 2025, Nordstil Winter will open its doors at the Hamburg Exhibition Centre (HMC). Around 750 exhibitors from 23 countries will be showcasing new products and trends from the areas of Gifts & Stationery, Home & Garden, Jewellery & Fashion, Kitchen & Gourmet and Style & Design in eight halls. They include well-known industry leaders as well as interesting newcomers - such as Faber-Castell, Greengate, Leguano, Pad and Victorinox. Exciting special shows, expert presentations and workshops will also provide creative inspiration for product range assortment. "Nordstil takes place at exactly the right time to provide the specialised trade with new products and trends that stimulate the consumer mood again. In addition, the trade fair offers the unique opportunity to network in a relaxed and charming atmosphere and to gain fresh expert knowledge. To this end, I recommend the talks in the Nordstil Forum and the special areas, which bring current market trends to life and help to understand today's customer needs," says Susanne Schlimgen, Director Nordstil. It is also particularly pleasing that the Newcomer area Anleger has grown to 20 new exhibitors and the Nordlichter to 26 selected manufacturers.

### **Product diversity in eight halls**

Whether you are looking for innovative new products, creative craftsmanship or genuine design classics - with five product groups spread over eight halls, Nordstil offers the right range for every taste. Everything to do with gifts and creativity can be seen and, of course, ordered in Halls B1.EG to B4.EG in the **Gifts & Stationery** section. **Home & Garden** in Halls A1 and A4 has everything you need for a beautiful home. Hall B1.EG and OG is the place for culinary delights: **Kitchen & Gourmet** presents a unique selection of gift-worthy foods as well as beautiful and trendy items for the table and kitchen. **Jewellery & Fashion** will be presented for the first time in Halls A1 and A2. **Style & Design** in Halls A3 and A4 will provide further ideas for product range design and additional sales with a selected cross-section of the latest lifestyle and furnishing trends.

Those who are specifically looking for sustainable products can use the special interest Ethical Style as a guide: the [Ethical Style by Nordstil](#) programme identifies the currently 50 curated exhibitors who are particularly sustainable, both in the exhibitor and product search and on site at the trade fair stands, so that interested visitors can find them quickly. In addition, a [Guided Tour](#) leads to convincing sustainable concepts.

### **Varied supporting programme provides new business impetus**

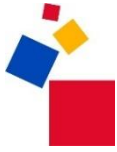
In addition to a great selection of new products, a supporting programme with numerous highlights awaits trade buyers at Nordstil. The [Nordstil Forum](#) in Hall B1.EG at Stand B10 offers informative industry knowledge at first hand. Directly adjacent, visitors can find out which trends will characterise the coming season on the [Trend Islands](#). Also located in hall B1.EG are the [Buddelhelden](#) (stand E10), who present fine wines and trendy drinks and thus provide inspiration for important additional product ranges. Exciting ideas for the point of sale and creative concepts can be found in the [Village](#) in Hall A3, Stand E67. If you are interested in fine manufactures and innovative start-ups, a visit to the [Nordlichter: Manufactures & Design](#) in Hall A3, Stands E01 to E26, is a must. The [Newcomer Area Anleger](#) in Hall B3.EG offers a colourful variety from all product areas. Here, both brands that are exhibiting at Nordstil for the first time and companies that are returning to the fair will be showing their new products.

Nordstil Winter will take place from 11 to 13 January 2025. The next Nordstil Summer will take place from 26 to 28 July 2025.

**Information for journalists:** Further details and photographic material can be found at [www.nordstil.messefrankfurt.com/press](http://www.nordstil.messefrankfurt.com/press)

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