

## nordstil

### Energetic start to the new business season - exuberant order joy dominates Winter Nordstil 2023

**Hamburg, 16 January 2023. 14,500 visitors were delighted with the creative product worlds and original and modern approaches of the 720 exhibitors from Germany and abroad. On the trade visitor and exhibitor side, the order fair recorded very high satisfaction ratings. The Nordstil Forum provided valuable impulses on current topics such as sustainability and digitalisation. The retail trade in the north is thus well prepared for successful, sustainable business in the coming months.**



As a reliable anchor for good business, Winter-Nordstil ensures mood of optimism and the best ordering mood. Image: Messe Frankfurt/Jean-Luc Valentin

With 14,500 trade visitors, an increase of 38 percent, the best ordering mood and valuable industry exchange, the Winter Nordstil 2023 was an inspiring event. The retailers from Northern Germany and Scandinavia started the new business year in the Elbe metropolis full steam ahead - equipped with lots of fresh ideas and the latest products from over 720 exhibitors (+7.5 percent) from Germany, the Netherlands, Scandinavia and many other countries. "The significant increase in exhibitors and visitors confirms the firmly established role of Nordstil as the most important and reliable order, inspiration and networking platform in the North. The sector needs personal exchange to find solutions together and to use growth potential. This is shown not least by the positive response of our exhibitors and visitors. The trade fair as an marketing instrument works and is more in demand than ever. This kick-off makes us extremely positive for the coming consumer goods fairs in Frankfurt", says Philipp Ferger, Vice President Consumer Goods Fairs, Messe Frankfurt Exhibition.

New product and colour worlds, a colourful fringe programme - packed with valuable suggestions directly to take away, proven programme items but also new highlights such as the cooperation with the Design Zentrum Hamburg - offered plenty of inspiration for

one's own business. Accordingly, the percentage of satisfied visitors is stable at a high level. 96 percent of visitors are satisfied overall with their visit to Winter-Nordstil 2023 and rate the range of products and services on display and the achievement of their trade fair objectives very positively.

"This year, Winter-Nordstil once again proved how an attractive regional trade fair for the trade must function: Fresh trends to touch and experience, lots of inspiration for a modern PoS, exciting products, lively activity and networking in the best mood in the halls and very good order business for the spring and summer business. The fair was a complete success for the trade. I am pleased that the mood in the sector is good despite the general situation and that this was reflected at the fair this weekend. The summer edition of Nordstil in July is already firmly marked in the calendars of the retailers", emphasises Oliver Hagemann, Referent/Kommunikation at the Handelsverband Wohnen und Büro.



Also new is this Hamburg design institution. Image: Messe Frankfurt/Jean-Luc Valentin

### **Exhibitors appreciate high visitor frequency and ordering mood**

Exhibitors were enthusiastic about the high demand and the intensive exchange with dealers from near and far and used the fair intensively to present their variety of new products to the visitors.

"The super positive mood among the traders is striking - which is really remarkable after the increasing challenges in recent years. Retailers are putting the crises aside, are in a good mood and want to order. We can't appreciate enough how energetic and strong the retail sector is moving forward here in Hamburg. Retailers are hungry for new, fresh products and order them directly. This is a clear change: new products are accepted immediately," says Andrea Egli, Sales Manager Le Creuset.

Philippa Ahlström, Manager of The Moshi, agrees with this tenor: "The first day of the fair was already very well attended, we had a lot of new customers, but also existing customers who are now less reserved and order much more actively than before. For us, this is the first trade fair after the pandemic where a "back to normal spirit" is clearly noticeable. In this sense, the mood is also very good here. Our jewellery assortments are very well received, as is our textile range with scarves and tunics for the summer. Natural materials such as linen or canvas are particularly in demand and the willingness to invest here is increasing."

Frank Wemhöner, Head of Work Preparation Herforder Werkstätten, is also absolutely satisfied with visitor frequency and interest: "The desire to buy is definitely there, traders

are buying very actively. However, we have to keep an eye on the current situation with the Ukraine conflict, rising energy costs and inflation, the order volumes are somewhat lower than before 2019, but the development is still very pleasing. The traders are very positive about the new business year. And it is very important to experience this positive mood here. Things are looking up again. In addition, the focus is clearly shifting from Asia back to German and European products. Interest in our upcycling projects or vegan candles free of oils and animal fats is growing and is very well received here."

### **nmedia shows digital ordering possibilities**

The digital order and data platform with its optimised order processes, data management and the combination of new services and products is a powerhouse of 400 top brands, 20,000 retailers and over €1 billion in sales volume per year. Moreover, it is available day or night, 365 days a year. At the Winter Nordstil, interested visitors were able to find out more about the diverse offers of the online platform at the nmedia stand. The team led by Claus Tormöhlen, Head of Marketing & Sales at nmedia.hub, focused on the three products 'Content', 'Order' and 'Dropshipping': "This allows visitors to experience our digital services and their possibilities in real life. All interested visitors will receive a tailor-made recommendation from us on how our services can simplify and speed up their daily business," said Claus Tormöhlen. The trade and industry expert also presented the platform solution of nmedia.hub in his lecture "Simply managing content data in nmedia.hub" and showed how a uniform content supply is possible across all brands.

### **Trends at Nordstil: optimistic, close to nature, local**

Whether bold or natural tones, whether jewellery, home accessories, gifts or small pieces of furniture: the exhibitors in Hamburg made you want more.



Think Pink - Trend colour magenta is a mood setter in all shades in 2023. a mood setter. Image: Messe Frankfurt/Jean-Luc Valentin

The trend colour "Viva Magenta", recently announced by the Pantone Color Institute, sends out bright signals in trend-oriented jewellery and personal accessories. But the vibrant colour also exudes its esprit in home textiles, stationery and seasonal decoration.

In 2023, this positive energy combined with a deep connection to nature can also be felt where things are less colour-intensive. Impressive statements are made for example by Scandinavian design which is traditionally strongly represented at Nordstil. Whether it's coarse, nature-inspired shapes and tactile surfaces or a minimalist and at the same time

sustainable design approach for taking a deep breath: soothing products made of carefully sourced natural materials are created with such love and artistry. Moreover, in the Year of the Rabbit, the popular long-eared animal is present in many forms and variations and will accompany us not only at Easter.



In addition, nature-related product ranges in particular stimulate the consumer mood. Image: Messe Frankfurt/Jean-Luc Valentin

On the whole it can be observed that the desire for the ever-new has given way to a more sustainable conviction. This is about the sensitive further development of holistic living environments that are constantly revitalised by subtle impulses. The focus is on original designs, small series and handmade products that are best produced locally, for example in the nearby manufactory or in the company's own workshop. Such unique items complement or complete one's own style and pay tribute to the desire for self-development and individual creativity.

"Home is where you drop anchor" - according to this motto, charming home accessories and gifts remain en vogue. Examples of this are art prints, greeting cards, kitchen towels and aprons with poetic to whimsical sayings. Products with local charm are and will remain perennial favourites. Naturally, ideas with a maritime soul and a good dash of humour dominate at Nordstil. High-percentage spirits also whet the appetite for "sea", especially when they are distilled in the company's own gourmet manufactory.

The next Summer Nordstil will take place from 22 to 24 July 2023 and the next Winter Nordstil from 13 to 15 January 2024.

**Information for journalists:**

Further details and photographic material of Nordstil can be found at [www.nordstil.messefrankfurt.com/press](http://www.nordstil.messefrankfurt.com/press)

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**Nordstil**

Nordstil is the order platform for Northern Germany and Scandinavia. It offers a comprehensive product range divided into the following product areas of Home & Garden, Style & Design, Kitchen & Gourmet, Gifts & Stationery and Jewellery & Fashion. For retailers, it is the regional ordering date for spring and summer business, as well as for fall, winter and Christmas business.

**Conzoom Solutions – the platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

[conzoom.solutions](http://conzoom.solutions)

**nmedia.hub - The order and content platform for the home & living industry**

The digital order and content management for brands and retailers in the consumer goods industry extends the trade fair and enables orders 24/7, 365 days a year.

[nmedia.solutions](http://nmedia.solutions)

**Background information: Sustainable Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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\* Preliminary figures for 2022