

news +++ Christmasworld  
3 to 7 February 2023

## christmasworld

### Decoration Unlimited: Down to Earth, Foyer 5.1/6.1 creates a unique shopping experience with natural elements

**Frankfurt am Main, October 2022.** In times of uncertainties and with a consumer mood in distress, shop windows and shop decorations play an outstanding role at the point of sale - they can calm and stimulate sales at the same time and thus open the eyes again to more beautiful product worlds. In their special presentation **Decoration Unlimited** under the motto "Down to Earth", the Dutch experts for effective presentation Rudi Tuinman and Pascal Koeleman from 2dezn show how this can work with festive and seasonal decoration alike.



The special presentation "Decoration Unlimited: Down to Earth" at Christmasworld in Foyer 5.1/6.1 inspires trade buyers to create more of a wow experience at the POS - this time with a delicate selection of decorative elements in earth tones.

"What we need in future for a soothing shopping atmosphere is light as well as warm, earthy colours" - this is the approach of the creative duo, which they will realise at the coming Christmasworld from 3 to 7 February 2023 in Foyer 5.1/6.1 in a highly emotional special show featuring exhibitors' products. "People long to spend time outdoors in nature in the mountains or by a lake to escape the hustle and bustle of everyday life and the tense news situation. With our special presentation "Down to Earth", we take them to the center of the earth and enchant them with the elements and colours of nature," says Rudi Tuinman, designer 2dezn. Stones, sand, rocks, plants or flowers will play a leading role, as will earth tones such as beige, camel, brick, brown or terra. Gold and copper provide the Christmas look. And for decorations, prints or florals, a fresh orange is added. For customers at the POS, this can create a pleasant shopping atmosphere in the window and a shop design that encourages them to discover and buy again.

"The selected, subtle mix of Christmas and seasonal decorations as well as fresh plants and flowers hits the nerve of the time and is intended to bring more optimism and cheerful accents to the POS in an un-agitated and grounded way," adds Pascal Koeleman. For more than 20 years, the Dutch designer duo has combined expertise in floristry, product design and fashion to create striking decoration concepts and extravagant presentations.

### **Special Interest "Concept Decorations" leads to further strong eye-catchers**

In addition, visitors to the fair who are looking for professional suppliers for large-scale and outdoor decorations - for example of shopping centres, city centres or hotels - will quickly find the right business partner with the special interest "Concept Decorations". "Our Concept Decorations exhibitors specialise in developing individual concepts that literally stand out from the crowd - and not just at Christmas, of course", says Eva Olbrich, Director, Christmasworld and Creativeworld.

The special-interest logo appears in the exhibitor and product search at [www.christmasworld.messefrankfurt.com](http://www.christmasworld.messefrankfurt.com), within the "Christmasworld Navigator" smartphone app, in the official fair catalogue, at the "Compass" information stands at the Exhibition Centre and as a signet on the exhibitor's stand.

Christmasworld presents the entire range of seasonal decorations in Frankfurt's exhibition halls 4.0, 4.1, 5.0, 5.1, 6.0 and 6.1. From hand-blown Christmas tree baubles to large-scale light displays for shopping centres and city centres - everything is within easy reach for visitors. The 'Christmas & Seasonal Decoration' global sourcing offer can be found in Hall 10.0 - bundled there for the first time with the Ambiente global sourcing offers.

From February 2023, Christmasworld will be held at the Frankfurt exhibition centre at the same time as the leading international consumer goods fairs Ambiente and Creativeworld.

Ambiente/Christmasworld: 3 to 7 February 2023

Creativeworld: 4 to 7 February 2023

### **Information for journalists:**

For further information, please visit: [christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com).

### **Press releases & images:**

<http://christmasworld.messefrankfurt.com/press>

### **On social media:**

[www.facebook.com/christmasworld/](http://www.facebook.com/christmasworld/)

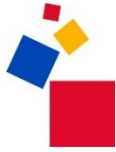
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### **Hashtags:**

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**Information about Christmasworld**

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles - from hand-blown Christmas tree baubles, ribbons and packaging to large-scale light displays for shopping centres and city centres..  
[christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

**Welcome Home**

Under the motto "Home of Consumer Goods – Welcome Home", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

**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.

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

**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.

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

**Background information on 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 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries,

it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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.

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).

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