

christmasworld

Megatrend sustainability at Christmasworld

Frankfurt am Main, March 2023. Sustainability is increasingly becoming an important theme in festive decorations: From 3 to 7 February, Christmasworld offered the tried and tested Special Interest Ethical Style for the first time this year. With "Ethical Style by Christmasworld", the focus was on sustainability-oriented exhibitors and their products - interested trade buyers thus quickly found the suppliers relevant to them.

The various facets of sustainability were the focus of attention at the world's leading trade fair for seasonal and festive decorations this year. "Christmasworld 2023 has noticeably shown: Interest in sustainable solutions is clearly increasing - and so is the need for information. We want to continue promoting sustainability as a forward-looking theme in the coming years", says Eva Olbrich, Director Christmasworld and Creativeworld.



The Ethical Style Spot provides both exhibitors and visitors with valuable inspiration for the point of sale and puts a spotlight on sustainability. Photo: Messe Frankfurt/Pietro Sutera.

Sustainable inspiration for the POS: Ethical Style by Christmasworld

Ethical Style lists a selection of exhibitors with ethically or ecologically valuable products and offers buyers reliable orientation through the separate labelling of the selected exhibitors in the exhibitor and product search and on site at the trade fair stands. 2023, a total of 41 exhibitors have been awarded this label by an independent jury of experts. Companies such as Duni, Goldina, Lehner Wolle, Krinner, Peha Sneek, Hans Helmut Nitsche, Nastrificio Angelo Bolis, Steinart Kerzen and Vers Deko are already on board. On the other hand, there was an Ethical Style Spot for the first time, which focused on the topic of sustainability on site. As part of this special presentation, trade visitors found a themed island with particularly sustainable exhibitor products. Whether gift ribbons made of organic cotton, vegan candles, Christmas tree stands made of recycled plastic or light decorations for city centres made of biodegradable sugar cane: The companies are working on the topic of sustainability at various levels. Inge Glas, for

example, has switched to environmentally friendly packaging made of recycled cardboard in 2022, which already saves 80 per cent PVC. Through special editions, the company supports various environmental projects such as the Bergwald Projekt (mountain forest project) with the globe or the sea ball for the Manaia project.

Even when it comes to creative gift wrapping, there is no need to forego sustainability. The Italian manufacturer Nastrificio Angelo Bolis, for example, offers a variety of ribbons, bows and papers made from TÜV-certified compostable materials in its Bolislife and PaperMade lines. The fact that they fit perfectly into several trends with their current designs and colours makes them all the more attractive for an environmentally conscious public.



Sustainable beauty - the Bolislife and PaperMade product lines from Nastrificio Angelo Bolis.
Photo: Messe Frankfurt/Pietro Sutera

Christmasworld Trends 2023+: Nature as a great source of inspiration

The Christmasworld Trends 23+ trend area, staged by the trend bureau Bora.Herke.Palmisano, was a strong crowd-puller at Christmasworld. The theme of sustainability was also in focus with natural, sustainable decorations. Calming nature_careful + pleasant opens up a calm product vitality in a minimalism that is close to nature. These designs show a lively connection to nature and revolve around life cycles and transience, creativity and sustainable thinking.



Innovation as a vision: Lehner Wolle offers 100% wholesome and sustainable quality products made of virgin sheep's wool that combine functionality and zeitgeist in a unique way.
Photo: Messe Frankfurt/Pietro Sutera

In addition to handicrafts, natural materials such as sheep's wool are also one of the way up. The Austrian market leader Lehner Wolle creates high-quality natural decorations for floristry from it under the Style-It brand. The tried and tested wax candle is also making a comeback: "Beeswax candles are increasingly in demand again, also from a younger audience," reports Norbert Hegenbart, Sales Manager at Gebr. Steinhart Wachswarenfabrik. "You can clearly see that people are more concerned with the issue of the environment and the resulting threat to bees."

Throughout the year, the [online exhibitor search](#) offers trade visitors the opportunity to filter suppliers according to special interest themes such as "Ethical Style by Christmasworld".

Christmasworld will continue to be held simultaneously with Ambiente and Creativeworld at the Frankfurt exhibition centre:

Christmasworld/Ambiente:	26 to 30 January 2024
Creativeworld:	27 to 30 January 2024

Information for journalists:

For further information, please visit: christmasworld.messefrankfurt.com.

Press releases & images:

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

On social media:

www.facebook.com/christmasworld/
www.instagram.com/christmasworld.frankfurt/
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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

Home of Consumer Goods

Under the motto "Home of Consumer Goods", 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

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.

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

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* Preliminary figures for 2022