

news +++ Christmasworld  
26. bis 30. Januar 2024

## christmasworld

The "calming nature\_careful + pleasant" trend sets natural accents in shop windows and shops in late summer and autumn

**Frankfurt am Main, June 2023. When the last beautiful sunny days of the year are approaching, it is a good opportunity to attract customers to the shops with new window decorations and product ranges. Retailers can already start preparing for the coming season and be inspired by Christmasworld Trends 23+. The natural and sensual style "calming nature\_careful + pleasant" is ideal. Why? Trend bureau Bora.Herke.Palmisano explains and gives tips for a trend-oriented implementation.**



calming nature\_careful + pleasant: calm vitality and nature-loving minimalism. Image: Messe Frankfurt

The "calming nature\_careful + pleasant" style world stands for natural, mindful and sensual decorations. It is therefore ideal for gently winding down the summer and ushering in autumn. "For the beginning autumn season or late summer, it is ideal to combine soft colours, natural materials and structures. However, we are not talking about the conventional reddish autumn colours here, but rather the refreshing effect of cooler pastel shades that find a new meaning," says Claudia Herke from the trend bureau Bora.Herke.Palmisano.



International retailers can find out which colours, shapes and designs will be in vogue for seasonal decorations in the trend area at Christmasworld. Photo: Messe Frankfurt

In the practical implementation of the cooler colour palette, the focus is on geological designs such as rocks, minerals and rough stones. At this year's Christmasworld Trends, images of rough stones were selected that perfectly matched the theme in terms of colour and these were presented as a display. "For the decoration, we specifically chose objects that reflect the cool blue tones of the stones. Ceramics, glass, napkins, candles and decorative all-season baubles can be combined perfectly with the geological rock displays. Whether in the form of two-dimensional displays or by using collected stones and boulders - they are ideal for decoration," advises the trend expert.



Natural colour palette: Delicate pigments and solid stone shades inspired by nature. Starting with cool shades of lichen, mountain lake and raw malachite. Photo: bora.herke.palmisano

But also warmer nuances can be found in the colour spectrum of this style world: "If you are looking for inspiration for the warm hue of the colour range, materials such as cardboard, rattan, wicker and wood are ideal. These are also perfect for matching decorations in late summer or at the beginning of autumn," says Herke. "Especially mossy branches serve as true colour inspiration and can be directly reflected in the selected products. This charming combination and composition creates an appealing atmosphere."



Nature's colour nuances: from white sand to stone grey to dark rock.  
Three warm tones - rich moss green, a woody rose tone and soft rosé - complete the palette perfectly.  
Photo: Messe Frankfurt

The full interview with trend expert Claudia Herke is available on [Conzoom Solutions](#).

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](http://christmasworld.messefrankfurt.com).

**Press releases & images:**

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

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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)

**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](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: 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). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)\* Preliminary figures for 2022