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26. to 30. Januar 2024

christmasworld

Mystic Vibes: Decoration Unlimited blends tradition and modernity for a festive shopping experience

Frankfurt am Main, Oktober 2023. Shop window and store decorations at the point of sale bear a decisive role in times of an uncertain consumer climate – quality and the return to nature dominate the trends. With Mystic Vibes, the motto of their special presentation Decoration Unlimited, the Dutch experts for an effective appearance Rudi Tuinman and Pascal Koeleman from 2dezig show how festive and seasonal decoration can combine trend and tradition – an unagitated wow factor that attracts naturally.



The special presentation "Decoration Unlimited: Mystic Vibes" at Christmasworld will inspire trade buyers to create more wow experiences at the POS in Foyer 5.1/6.1 – this time with a delicate selection of decorative elements in shades of green.

Image: Messe Frankfurt Exhibition GmbH/2dezig

„This year we are looking to introduce a key theme that finds its place in interior design as well as in the Christmas ambience naturally. The color green is the motto of the Decoration Unlimited Show 2024", this is the creative duos approach, which they will realize with products of current exhibitors in a special presentation at the upcoming Christmasworld from 26 to 30 January 2024 in the Foyer 5.1/6.1.

With the special presentation, the designers transform the traditional setting of a green, gold and red Christmas into a green, luxurious oasis that evokes modernity. "We want to show you the beauty of green, in color, decoration, but especially in all its glory of fresh green plants and natural decorations. A unique feeling and environment that the press and fair visitors will not expect, but love seeing it," said Pascal Koeleman, designer 2dezig.

For over 20 years, the Dutch designer duo has combined skills from floristry, product design and fashion to create striking decoration concepts and extravagant presentations. Inspired by plants, roots, gemstones and landscaped indoor and outdoor gardens, "Mystic Vibes" will take up the entire green color palette from light to emerald green through to dark and mint green – Christmassy, but neither tropical nor traditional.

"Looking at the zeitgeist, green is simply a logical choice for the next Decoration Unlimited show. It's not a political statement or an environmental reference, just a reflection of getting back to nature," says Rudi Tuinman, designer 2dezn. "We all love to bring nature into the living space in the form of flowers and plants. Green symbolizes harmony, freshness and fertility, and above all, it is the color of safety," Tuinman continues. For customers at the POS, this can be used to create a soothing shopping atmosphere in window and store design that encourages them to discover and buy again.

Christmasworld presents the entire spectrum 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 installations for shopping and city centers - everything is within easy reach for visitors. The Global Sourcing offer "Christmas & Seasonal Decoration" can be found for the first time in Hall 6.2.

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

Ambiente/Christmasworld: 26 to 30 January 2024

Creativeworld: 27 to 30 January 2024

Information for journalists:

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

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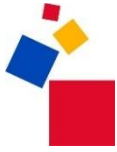
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