

news +++ Christmasworld  
26 to 30 January 2024

## christmasworld

### Point of Emotion: Highlights of Christmasworld 2024

**Frankfurt am Main, November 2024. With its unique product mix, the leading international trade fair for seasonal decorations and festive decorations offers trade visitors powerful design options for boosting the experience at the point of sale and inspiring customers. Here, emotions remain the key to success - Christmasworld demonstrates this like no other consumer goods trade fair with its many sources of inspiration, varied product ranges and an event program featuring extensive expert knowledge.**



Christmasworld presents Christmas and seasonal decorations for a successful business season that truly wows. Photo: Messe Frankfurt/Pietro Sutera

„Our aim is to continuously develop the event and to adapt to the needs and wishes of our trade visitors - or even better: to anticipate these needs. In light of the ongoing challenges that are putting a damper on consumer behaviour, retailers need to focus on the experience at the point of sale. Just as retail is evolving from the point of sale to the point of emotion, we want to drive this development as a retail platform and move from the point of exhibition to the point of emotion," says Eva Olbrich, Director Christmasworld. In Frankfurt, the international consumer goods industry can expect new impulses, sustainable trends and diverse solutions that will revitalize retail and city centres: These are the highlights of Christmasworld 2024.

#### **Christmasworld Trends 24+ – Hall 4.1, Foyer**

In the foyer of Hall 4.1, trade visitors can find the colors, shapes and designs that will be popular for festive decorations in the future. The trend area offers an overview of exhibitor innovations, which the bora.herke.palmisano style bureau will present in three trend worlds. The Christmasworld Trends 24+ celebrate lightness, optimism and familiarity. The three styles AURA OF PROGRESS\_visionary + elemental, QUALITY OF

SILENCE\_pure+familiar and SPIRIT OF CRAFT\_bold+poetical combine natural elements and futuristic innovations as well as unconventional designs and traditional craftsmanship.

### **Conzoom Solutions Academy – Hall 4.0, Room Europe**

At the Conzoom Solutions Academy, experts from a wide range of disciplines offer the latest industry knowledge with keynotes on a variety of topics that look outside the box. Attendees will find answers and tips for the point of sale of the future as well as the most important market developments and meta topics of consumer goods trade fairs such as sustainability, design, lifestyle, future retail and the digital expansion of trade.

### **Decoration Unlimited – Hall 5.1/6.1, Foyer**

The special presentation Decoration Unlimited is a must-see at Christmasworld. With the new motto "Mystic Vibes", the designer duo 2design led by Rudi Tuinman and Pascal Koeleman will be showing how companies can set the scene at the point of sale: This year's color theme, green, evokes images of freshness and fertility, safety and harmony. Here too, experts will transform selected exhibitor products into a presentation with a wow effect.

### **Ethical Style Spots – Galleria 0/Foyer Hall 3 VIA**

Spotlight on sustainability: With the Ethical Style Spots, trade visitors will find areas with particularly sustainable exhibitor products. The products from Ambiente and Creativeworld complement the source of inspiration and present the diversity and range of sustainability - the special presentation thus encourages new product ranges and business contacts.

### **NEW Digital Experience Area – Galleria 0**

In cooperation with Mittelstand-Digital Zentrum Handel, supported by the German Federal Ministry of Economics and Climate Protection (BMWK), a new special presentation is being created. The Digital Experience Area displays digital devices for your point of sale in action and shows how digitalization can be implemented in retail. Trade visitors can expect a variety of application-oriented examples such as virtual product shelves, intelligent mirrors and much more.

### **Special Interests point the way to specific offers**

Outstanding business partners: With the three special interest labels Concept Decorations, Ethical Style by Christmasworld and German Christmas Crafts, trade fair visitors can easily find the right business partners. Concept Decorations marks professional suppliers for large-scale, outdoor and shop window decorations - for example for shopping centers, city centers, hotels or stores. A curated selection of particularly sustainable products can be found via the Ethical Style by Christmasworld label. German Christmas Crafts distinguishes the finest craftsmanship "Made in Germany" such as high-quality, handmade candle arches, incense smokers, nutcrackers, pyramids and cribs.

The special interest logos will appear in the [exhibitor and product search](#), within the "Christmasworld Navigator" app, in the official trade fair catalog, at the information stands on the exhibition grounds as well as a signet on the stand.

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

**Presse releases & images:**

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

**On social media:**

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

[www.instagram.com/christmasworld.frankfurt/](https://www.instagram.com/christmasworld.frankfurt/)

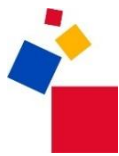
[www.linkedin.com/company/christmasworldfrankfurt](https://www.linkedin.com/company/christmasworldfrankfurt)

**Hashtags:**

[#christmasworld24](#) [#christmasbusiness](#)

**Background information on Messe Frankfurt:**

[www.messefrankfurt.com/hintergrundinformationen](https://www.messefrankfurt.com/hintergrundinformationen)



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