

news +++ Christmasworld  
26 to 30 January 2024

## christmasworld

### Seasonal decoration at its best: Visual Merchandising & Lighting

**Frankfurt am Main, December 2023. Christmasworld offers a unique product mix covering all aspects of seasonal decoration and festive decorations. Both the trade fair and the Visual Merchandising & Lighting product group are globally unique and offer inspiration for top-class decorations for city centres, shopping centres and at the point of sale - seasonal decoration at its best.**



The product group Visual Merchandising & Lighting in Hall 4.0 is a wow experience in itself and guarantees inspiration for spectacular concept decoration. Photo: Messe Frankfurt/Pietro Sutura

"Visual Merchandising & Light is by far the most emotional product group at Christmasworld", says Eva Olbrich, Director Christmasworld. "The concentrated presentation of store and city lighting as well as moving figures in Hall 4.0 is globally unique and the most important showcase for event and design agencies, concept designers and visual merchandisers - but also for all other fair visitors", Olbrich continues. The eye-catching window displays and store decorations amaze visitors with new and always surprising ideas. A varied selection of Christmas and decorative illumination for retail, such as fairy lights and lighting elements for homes and gardens, round off the spectacular presentations. The impressive large-scale lighting for outdoor areas, shopping centers and city centers will be presented in their own hall.

This year's exhibitors include ADAMLIGHTS, Blachere Illumination, DBA light, December Design, and FOTODIASTASI - FDS ILLUMINATION in the Shop and City Lighting segment. In addition to ATB Creation, Creation Group, Hansa, Menart, Michel Taillis Creation, and The Seasonal Group, other exhibitors will also be presenting moving figurines. In the segment of Consumer Indoor and Outdoor Lights, Eglo / Star Trading, Konstsmide, Ledworks (twinkly), Lotti, Sirius and STT will be presenting their products.

All exhibitors for 2024 can be found in the [exhibitor and product search](#).

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

**Presse releases & images:**

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

**On social media:**

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

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

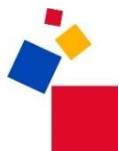
[www.linkedin.com/company/christmasworldfrankfurt](http://www.linkedin.com/company/christmasworldfrankfurt)

**Hashtags:**

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

**Background information on Messe Frankfurt:**

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



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