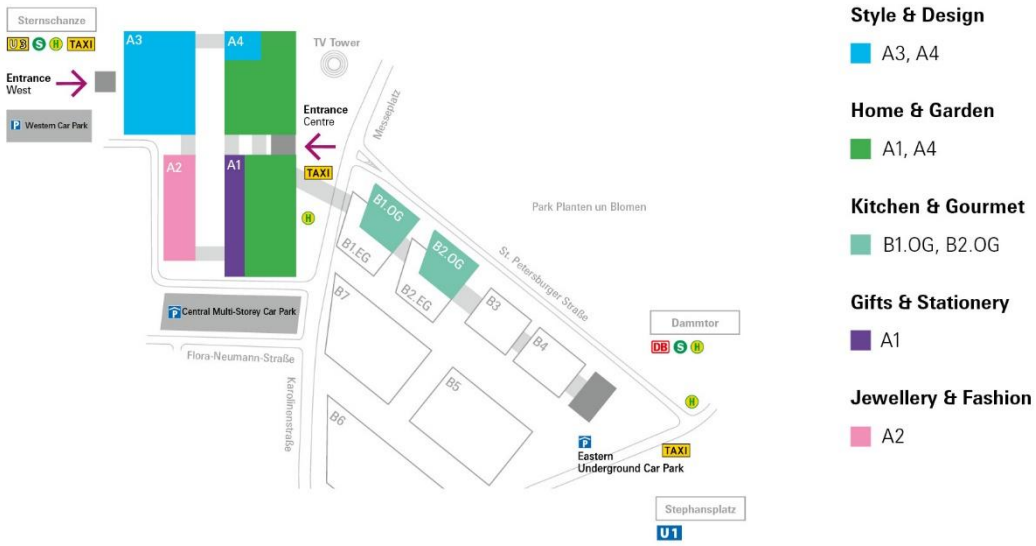
news +++ Nordstil
26 - 28 July 2025

nordstil

Setting the scene for the new season: Nordstil Summer 2025 showcases trends, variety, and streamlined navigation

Frankfurt am Main, March 2025. - Selected. Stylish. Seasonal: From 26 to 28 July, Nordstil marks the start of the buying season in the North for autumn and winter 2025. As the stage for refined goods and compelling product ranges, the Hamburg-based trade fair spans six hall levels and features a wide spectrum of product categories – from stylish home and garden accessories to the latest in jewellery and fashion, along with creative gift ideas and gourmet delights. Trade visitors can discover the latest retail and wholesale trends first-hand and perfectly tailor their product ranges for the coming season.



The latest trends at your fingertips: spread across six exhibition levels, Nordstil exhibitors invite buyers to explore, discover and place their orders. © Messe Frankfurt

“This summer, Nordstil is once again the must-attend event for retailers and buyers from the region who want to stay ahead of their competitors. Those looking to set themselves apart with standout product ranges and inspire their customers with something truly special won’t want to miss it,” says Susanne Schlimgen, Show Director of Nordstil.

Whether it’s new product launches, decorative pieces, or artisan craftsmanship – **Nordstil Summer 2025** presents a rich blend of beautiful and practical items for the upcoming autumn and winter season, grouped into five product segments across six hall levels. A newly optimised hall layout and revised visitor flow – via the Central and West entrances – have been thoughtfully designed to offer clear orientation, keeping product segments

compact and pathways short so that buyers can quickly and efficiently access the product worlds most relevant to them. Unexpected and exciting finds included.

From the West entrance, visitors are welcomed in style by the **Style & Design** area in Halls A3 and A4 – a prime showcase of lifestyle and interior trends offering rich inspiration for seasonal assortments. Those in search of tasteful home décor and garden ideas will find what they're looking for in the **Home & Garden** section, which starts in Hall A4 and continues into adjacent Hall A1. Here, a broad and deep assortment awaits to create cosy atmospheres. Also located in Hall A1, the **Gifts & Stationery** segment features beautifully curated gift ideas. Meanwhile, the **Jewellery & Fashion** area in neighbouring Hall A2 presents the latest trends from the world of accessories and apparel. A special highlight awaits in Halls B1.OG and B2.OG, where the **Kitchen & Gourmet** area will delight with an extensive and exclusive assortment of gift-ready gourmet products and kitchenware – a distinctive feature that sets Nordstil apart from other consumer goods trade fairs in Germany.

Experience & discover – added value in themed special areas

Alongside the main exhibition, the summer edition also welcomes back the popular **Trend Islands** curated by visual merchandising expert Katrin Wahl. Combining practical relevance with commercial impact, these curated showcases bring seasonal style worlds to life – offering valuable guidance for boosting sales at the point of sale.

Also making a return are the **Buddelhelden**, featuring a handpicked selection of fine wines, spirits and trendy beverages. Winemakers and distilleries will be on hand for tastings and to share tips for enhancing retail assortments.

Those looking for handcrafted design pieces will discover treasures in the curated **Nordlichter** area in Hall A3. Here, young manufacturers and creative designers present high-quality small-batch collections.

The **Anleger**-coined newcomer area has established itself as a dynamic springboard for start-ups and brands (re)entering the fair. Exhibitors here will present bold concepts and innovative product ideas.

Nordstil Summer will take place from 26 to 28 July 2025.
Nordstil Winter will take place from 10 to 12 January 2026.

Information for journalists: Further details and photographic material of Nordstil can be found at https://nordstil.messefrankfurt.com/hamburg/en/press.html

Follow Nordstil on Instagram: www.instagram.com/nordstilmesse
Hashtags: #nordstil25 #nordstilmesse

Your contact:
Antje Janes-Linnerth
Tel.: +49 69 7575-5083
antje.janes-linnerth@messefrankfurt.com
Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main
www.messefrankfurt.com

Background information on Messe Frankfurt:
www.messefrankfurt.com/background-information

Background information on Conzoom Circle
conzoom-circle.messefrankfurt.com/information