

Fixed date in the north: Nordstil Summer 2025 impresses retailers with new products and a positive spirit

Frankfurt, 28. Juli 2025 – Nordstil Summer 2025, the most important ordering event for northern Germany, successfully drew around 8,300 trade visitors* to Hamburg. From 26 to 28 July, over 550 exhibitors showcased innovative new products and inspiring ranges, creating a vibrant atmosphere and setting clear incentives to order for autumn/winter 2025 and spring 2026.

Offering an exciting variety across the segments Gifts and Stationery, Home and Garden, Kitchen and Gourmet, Jewellery and Fashion, as well as Style and Design, Nordstil Summer again proved to be the ideal platform for retailers seeking both inspiration for the point of sale and opportunities to order new products. Hamburg once more became a thriving hub for retailers from northern Germany and southern Scandinavia, offering them fresh ideas and exclusive product highlights. The special areas 'Anleger', showcasing exciting new brands with a unique flair, and 'Nordlichter', spotlighting up-and-coming designers and creative craft labels, were key sources of inspiration. Julia Uherek, Vice President Consumer Goods Fairs at Messe Frankfurt, highlighted: "Nordstil reaffirmed its status as the pivotal cornerstone and driving source of inspiration for the second half of the year. Retailers come here precisely because they know they'll find products that make a difference."



Nordstil Summer: a fixed date for the industry.
Image: Messe Frankfurt / Rolf Otzipka

Beate Schraml, Director GPK (glass, porcelain and ceramics) at the German Trade Association Handelsverband Wohnen und Büro, reaffirmed: "For retailers, Nordstil remains an unmissable event in northern Germany. Its five clearly defined product areas around

* FKM-certified, 569 exhibitors exhibited at Nordstil in summer 2024 and 8,525 visitors attended.

home, gifting, and indulgence offer an inspiring mix of trendy lifestyle brands alongside emerging labels. Exactly what today's retail trade is looking for. "

An essential showcase for consumer goods

"Nordstil exceeded our expectations," shared Andrea Rousselle, Managing Director of me a living. "We were constantly busy with customer conversations, and we leave Hamburg with a full order book." Amid challenging market conditions, exhibitors arrived with cautious optimism. "Nordstil delivered!" says Jochen Hornberger, owner of the agency MILK. "By activating our customers ahead of time with targeted visitor promotions, we were able to ensure meaningful conversations at the show. Nordstil is essential for us in building customer loyalty and showcasing our newest collections directly to retailers." Andreas Hofmann, Managing Director of Die Kollektur, added: "The overall mood in the consumer goods sector is undoubtedly challenging, which was reflected in slightly lower number of visitors at our stand. However, the quality of interactions at Nordstil has been extremely encouraging, confirming once again just how important this event is for our business."

The growing emphasis on product quality, longevity, and sustainability was present across all product segments of the show, notably among the 39 exhibitors that form part of the Ethical Style programme. Additionally, to these recognised exhibitors, many brands offered appealing product lines of premium quality, attracting strong interest from buyers. Zoran Mihaljevic, co-founder of the fashion brand Arrel, was delighted: "Our first participation in Nordstil was a complete success. As a young brand, the trade fair was an ideal platform for building visibility – and at the same time generating a strong order volume. We were particularly pleased with the diversity of customers, ranging from small cafés and bookshops to concept stores from all over northern Germany. We are already looking forward to Nordstil Winter in January 2026."

Spotting trends, sparking creativity

Once again, Nordstil's Trend Islands attracted significant attention, showcasing two compelling themes. 'Timeless Warmth' celebrated comfort, sustainability, and well-being through materials like lambswool, flannel, and wood in earthy, soothing colours. In contrast, 'Creative Rebellion' embraced boldness, with vibrant colours, unconventional materials, and expressive designs that offer impactful inspiration. Visual merchandising expert Karin Wahl guided visitors through the two trend islands every day, sharing practical tips on product presentation for local retailers.

Gifts that spark joy

Nordstil's new Gourmet Boulevard, located on the upper level of halls B1 and B2, was well received, allowing visitors to conveniently explore a wide array of gourmet delights ideal for gifting. Beate Schraml emphasised the area's importance: "The Gourmet Boulevard offered an exceptional range of high-quality delicacies that retailers increasingly value as gift options. Its compact, structured layout made Nordstil a perfect place for personal interactions." Exhibitors shared this enthusiasm. Jesper Oxholm Mikkelsen, manager at Casa Mags, remarked: "Nordstil is an essential platform for our brand Gridelli. Our visually appealing presence helped attract exciting new customers, and we anticipate strong post-fair business."



Scent, taste, indulge: the gourmet mile attracted numerous Nordstil visitors to the upper floors of halls B1 and B2. Image: Messe Frankfurt / Rolf Otzipka

Following the success of the Gourmet Boulevard, Nordstil is further expanding its culinary profile. The upcoming **Nordstil Winter**, scheduled for 10-12 January 2026, will introduce the **GenussGipfel (Gourmet Summit)**, Germany's leading fine food networking event, held from 11-12 January. This premier event for fine foods, wines, spirits, and premium delicacies will offer exhibitors and buyers an exciting platform for networking, product discovery, and gourmet inspirations – a true highlight that further enhances Nordstil's profile as the leading order event for giftable food products.

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

Hashtags: #nordstil25 #nordstilmesse

Follow Nordstil on Instagram: www.instagram.com/nordstilmesse



Your contact:

Konstantin Rohé

Tel.: +49 69 75 75- 3798

Konstantin.Rohe@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