

Press release

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## Trade fair relaunch successful: Nordstil ends with significant increase in exhibitors and visitors

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**As one of the first and few physical trade fairs this year, the Summer Nordstil offered the long-awaited opportunity over three days to meet in person, to engage in conversation as well as to order directly on site - and thus attracted 70 percent more visitors to Hamburg than to last year's event.**

Great reunion joy and the best ordering mood with conscientious consideration of the hygiene and protection concept - this sums up the positive mood of this year's Summer Nordstil, which anchored at the Hamburg exhibition center from July 24 to 26. At this edition of Nordstil, 521 exhibitors presented their lifestyle novelties for the upcoming fall, winter and Christmas seasons to around 8,000 visitors, offering plenty of inspiration for their own businesses. Compared to the previous year's event, it thus improved its result by 74 percent on the exhibitor side and by 70 percent on the visitor side. Nordstil thus proves for the second time that trade fairs can be held safely and successfully in the current situation and thus remains the most important industry event of its kind for northern Germany and the Scandinavian region.



Summer Nordstil 2021: Products finally being discovered live again.

"One thing became particularly clear during the three days of Nordstil: the trade needs personal encounters on site at trade fairs. It simply doesn't work without it. The significant increase in exhibitors and visitors shows that we are well on the way back to normality and we are optimistic about the future and especially about the coming spring,"

[1] In summer 2020, 291 exhibitors showed at Nordstil due to Corona.

[1] In summer 2020, 4,694 buyers visited Nordstil due to Corona.

reports Philipp Ferger, Vice President Consumer Goods Fairs at Messe Frankfurt.

"Participating in Nordstil was once again worthwhile for the trade. Finally having personal conversations with industry colleagues at the stand again and experiencing consumer goods with all our senses - we all missed that during the pandemic-induced break from the trade fair," says Christian Haeser, Managing Director of Handelsverband Wohnen und Büro. "Nordstil is and remains an indispensable platform when it comes to doing business successfully, being inspired, exchanging ideas and discovering current trends. Personal contact and the real presentation of new products at trade fairs are simply indispensable for the specialist retailers," Haeser continued.

### **Exhibitor comments**

Finally Nordstil again - the exhibitors were relieved that the biggest order platform of the North could take place again. They used the fair extensively to make new contacts on site and to cultivate existing ones as well as to present their new products to the visitors.

### **Tobias Langner, Managing Director Good Old Friends**

"A trade fair under pandemic conditions is not easy for any of us, but we are positively surprised. As expected, there were fewer customers than before Corona, but the quality of visitors was very good. Trade shows are simply extremely important for us. Our customers always look forward to the trade show experience and being able to see products live."

### **Nathalia Madley, designer and owner Madleys**

"The atmosphere at our booth was just great and our customers were in a great mood to order. We are very happy with our participation at Nordstil and the nicest thing was: it almost felt like it did before the pandemic."

### **Diana and Dominikus Brettner, Founders Pink Stories**

"Our expectations of Nordstil were exceeded: The atmosphere here suited us very much, we had many good conversations at the booth and people were busy ordering. The hygiene and protection measures were also implemented very pleasantly for everyone."

### **Trends of the Summer Nordstil 2021**

Corona has had a major impact on our lives this year, as it did previously last year, and we have had to spend a lot of time at home. This has been challenging in many ways, but has also made us discover a new desire to live, cook, barbecue and garden. In our own four walls, nature-inspired and calming colors such as fir green, fawn and juniper berry dominate. A rustic atmosphere is created by decorative elements made of natural materials such as wood, cork, stone and grasses, which underline the longing for closeness to nature.

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Shades inspired by nature are currently very popular.

If you like it extravagant, you can be happy about the comeback of bright colors like yellow and orange and eye-catching patterns in seventies and safari style. Animal prints, jungle wallpaper and curtains with palm and flower motifs are turning even city apartments into little paradises.

The sustainable trend is also gaining momentum: While some are recycling or upcycling, elsewhere we find lifestyle products made from durable and renewable materials, such as blankets made from banana fibers or lamps made from hay and flowers. Maritime cushions and poufs in the fashionable knot trend are a real eye-catcher both indoors and outdoors.

The next Winter Nordstil will take place from January 15 to 17, 2022, and the next Summer Nordstil from July 23 to 25, 2022.

### **Nordstil**

Nordstil is the order platform for Northern Germany and Scandinavia. It offers a comprehensive product range divided into the following product areas of Home & Garden, Style & Design, Kitchen & Gourmet, Gifts & Stationery and Jewellery & Fashion. For retailers, it is the regional ordering date for spring and summer business, as well as for fall, winter and Christmas business.

### **Note for journalists:**

Further details and photographic material of Nordstil can be found at [www.nordstil.messefrankfurt.com/journalisten](http://www.nordstil.messefrankfurt.com/journalisten)

Follow Nordstil on Instagram: [www.instagram.com/nordstilmesse](https://www.instagram.com/nordstilmesse)

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### **Conzoom Solutions – The platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

[www.conzoom.solutions](http://www.conzoom.solutions)

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## **Nextrade – the digital marketplace**

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

[www.nextrade.market](http://www.nextrade.market)

## **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

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