

Press

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Heimtextil
International Trade Fair for Home and Contract Textiles
Frankfurt am Main, 12 to 15 January 2011

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HTX1101_Trendtable

International Heimtextil Trendtable in Frankfurt

The Future Laboratory from London to design and produce the Heimtextil Trend Book and Trend Show

Milan stylists participate in the Trendtable for the first time

This year's Heimtextil, International Trade Fair for Home and Contract Textiles, closed its doors in January after having generated extremely positive signals for the textile sector. During the four days of the fair, over 2,500 exhibitors from 60 countries presented new collections, designs and innovations for the coming business year. Particular interest was shown in the Heimtextil Trend Show in the Forum, which was the work of French stylist Carlin International. Trade visitors agreed that the economic crisis had had a considerable impact and this was also to be seen in the Heimtextil trends for 2010/11. "The post-crisis time is characterised by the appearance of new and spontaneous creativity", says Mayouri Sengchanh, General Manager of Exalis GmbH and the representative of Carlin International in Germany, Switzerland and Russia. "This is reflected particularly clearly by the 'Intuition' trend, which shows developments with a universal language comprising a blend of patterns and colours", adds Sengchanh.

Trendtable in Frankfurt am Main creates the new Heimtextil Trend for the 2011/12 season

In mid-March, six international design studios got together for the Trendtable in Frankfurt am Main and prepared the Heimtextil Trend for 2011/12. For two days, designers from Japan, Great Britain, France, The Netherlands, Germany and Italy exchanged ideas and opinions and reviewed innumerable pictures, new materials and textures from all over the world. The individual trend ideas of the

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designer studios were discussed, developed and moulded into joint, international trend forecasts for the coming 18 months. "The working relationship with the different studios is a new and fascinating experience every year", says Heike Dietz, Trend Coordinator of Messe Frankfurt. "The atmosphere during the two very busy days is friendly, familiar and very cooperative. Only under such circumstances, is it possible to bring together six different styles into the international Heimtextil Trend", adds Dietz.

London Trend Studio assumes responsibility for the conceptual development

For the first time, **The Future Laboratory** from London has assumed responsibility for the conceptual development of the 2011/12 Trend. **Caroline Till** and **Kate Franklin** have the important job of collating and bundling the huge variety of impressions and influences, and to prepare them for the Heimtextil Trend Book for the international textile sector. "This was our third time as a member of the Trendtable and we are very proud to have been chosen to prepare the 2011/12 Heimtextil Trend and are looking forward to this work", says Caroline Till, Creative Director of The Future Laboratory.

Heimtextil Trend Book 2011/12 will be published at the end of August 2010 on the occasion of the Tendence trade fair in Frankfurt am Main.

Trendtable enriched by a new design studio from Italy

The Heimtextil also welcomed a new Trendtable member in March. With **Emma Clerici** and **Manuela Bonaiti** of the **Baolab** design studio as members, Italian influence is once again part of the current Heimtextil Trend. The Milan-based designers work with materials and their emotional and qualitative properties with the aim of developing and designing an emotional identity for industrial products and brands.

Besides Baolab, five other design studios are involved in the creation of the 21st Heimtextil Trend:

Claudia Herke, Cem Bora and **Annetta Palmisano** of stylists **bora.herke** (Germany). They have been developing contemporary trends and visualising new movements in the fields of fashion, furniture and lifestyle since 1990. Thanks to their extraordinary presentations, e.g., for Messe Frankfurt, and outstanding exhibitions

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for other companies, bora.herke have been members of the creative team since the first Heimtextil Trendtable together with Carlin International and Stijlinstituut Amsterdam.

Anne-Marie Commandeur and **Arie Vervelde** of **Stijlinstituut Amsterdam** (The Netherlands): Anne Marie Commandeur heads a team of designers focusing on the fields of textile innovations, prognoses, colour trends and strategic design concepts. With Arie Vervelde as Art Director, the Stijlinstituut is a versatile and dynamic force in the sector and keeps fashion companies and fashion-oriented companies posted about the latest developments.

Mayouri Sengchanh is head of **Exalis** together with Dominique Cherpin and represents **Carlin International** (France), the world's oldest trend agency and one of the top five in the sector. Carlin provides services in fields of style marketing, brand development and consultancy, trend scouting, sector-related trend books and customer workshops for the individual preparation of colour and trend worlds.

The Future Laboratory was founded in 2001 and is one of the most important trend-prognosis networks in Europe. With its global observers and team of consumer researchers and trend analysts, The Future Laboratory offers qualitative and quantitative insights into future consumer behaviour with regard to products, services and current brand strategies.

Dan Namura of **Dan Project** (Japan) and his brother **Gen** are two young Japanese designers from Tokyo who trace their origins back to the famous 'yuzen' technique of dyeing and weaving kimono fabrics in Kyoto. Dan Namura not only designs furniture fabrics, bags and dresses but also fine fabrics and colourful graphic prints.

The Heimtextil Blog will begin again on our trend website at www.heimtextil-trends.com in August and keep readers informed about the latest developments relating to the fair. The new Heimtextil Trend for the 2011/12 season will also be presented there exclusively from the end of August.

You will further information about the Heimtextil on the internet at www.heimtextil.messefrankfurt.com and about the Heimtextil Trend at www.heimtextil-trends.com.

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Background information on Messe Frankfurt

With annual revenues of € 424 million* and over 1,500 employees around the world, Messe Frankfurt is Germany's biggest fair and exhibition company. The corporate group has a global network of 28 subsidiaries, five branch offices and 52 international sales partners, which represent Messe Frankfurt in over 150 countries of the world. Events 'made by Messe Frankfurt' are held at over 30 venues worldwide. In 2009*, the Messe Frankfurt group organised over 90 fairs, more than half of them outside Germany.

At present, the Exhibition Centre can boast 578,000 square metres of ground space with ten exhibition halls and a congress centre. The company is publicly owned with 60 percent being held by the City of Frankfurt and 40 by the State of Hesse.

Further information: www.messefrankfurt.com

*Provisional figures for the 2009 business year.