

Ambiente 2010: Textile Companies successful with Lifestyle Collections

ambiente Despite economic crisis and icy-cold weather more than 133,000 buying agents were present at the worldwide biggest consumer goods fair Ambiente (www.ambiente.messefrankfurt.com) from 12 to 16 February 2010 in Frankfurt. They were rewarded by the big product line-up of the 4,504 exhibitors from 93 countries, who were surfing on the trend that the consumer is longing for security and cosiness in the face of the momentary harsh environment. The home is romanticized and more celebrated than in the past.

From that also German textile enterprises can benefit. The Kleine Wolke Textilgesellschaft (www.kleine-wolke.de) and Rhomtuft (www.rhomtuft.de) – exhibitors at Heimtextil 2010 – were also present at the Ambiente. Companies like Zoepritz in Heidenheim and the Austrian David Fussenegger Textil in Dornbirn/Vorarlberg have transferred completely to Ambiente.

DAVID FUSSENEGGER textil Klaus Ladstätter, managing director of David Fussenegger Textil GesmbH (www.davidfussenegger.com), told Textination that their product range in the lifestyle segment, woven blankets and textile accessories at the Ambiente responds exactly to the clientele they want to target: gift boutiques, accessory-shops, florists, pet shops, furniture people, who value a trendy, unusual, new product line. And the number of new buying customers is at Ambiente traditionally much higher than at Heimtextil. The Ambiente is an order fair.



“We were very much satisfied. A special success we had with our Baby / Kids-collection, with the up-to-date spring cotton blankets-collections and with the segment blankets with floral designs as well as pet blankets. Next year we will certainly exhibit again. We offer lifestyle-products and textile accessories – made in Austria – produced mainly from natural materials like cotton, viscose/bamboo, cellulose. Each year we have four collections for different target groups and seasons. We are serving the middle price segment. After years of stronger growth we have been able to keep the same sales in 2009 as in 2008 and expect in 2010 again a rise of around 5%”.



Managing director Barbara Sprinzl from the Germany company Eagle Products Textil GmbH Textilmanufaktur since 1893 (www.eagle-products.de) in Hof told Textination that they exhibited this year for the first time at both: Heimtextil and Ambiente. In the years before they had been present only at the Heimtextil and in summer 2009 at the Tendence in Frankfurt. The decision to participate in Ambiente 2010 were evoked by increased requests from customers, which then proved true on the fair. All in all they were satisfied with both fairs. On the Ambiente are, like on all other fairs, only textile products exhibited that are produced and distributed by the company itself. These are on the Ambiente the Home Collection (plaids, blankets,

cushions) and Fashion Accessories like scarves, cloths, stoles and caps – these, however, are also in part on the Heimtextil present.



Both Frankfurt events are order fairs. In fact, the seasonal focus of the Eagle-products lies in the second term, however, for the key accounts with long time advance the

earlier fairs are very interesting, as was said. “In the previous years we have been able to raise the enthusiasm of our customers through consequent product development towards plaids, which can be used also in summer, you know, lighter, not roughened qualities in bright, friendly colors with a structure, in colorful summerly designs, even in the first months of the year. These were also the especially asked-for articles, which can be used on garden furniture, or in the evening outside, when it gets cool”.



Heimtextil was and is always important for Eagle products customers from the classic home- and house textile area as well as for international contacts and contract customers. At Ambi-

ente , on the other hand, you meet more customers for which the living- and furnishing trends and design generally is very important. To these belong also customers who are rather part of the non-textile area like antiques-, florist-, gift shops, garden and interior

designers etc.. The enterprise took part in the DesignPlus competition on the Ambiente, where the Eagle-product “Plaids Roots” was awarded. Furthermore they provided sample material for the trend exhibition “Trends 2010”.

According to Barbara Sprinzl the economic crisis has also affected their enterprise, especially with a market break in the export business. “However, we were able to absorb a lot through flexible production. Altogether we look forward very positively into the year 2010, the first two months have affirmed that so far”.



Zoeppritz since 1828 (www.zoeppritz.com) is coming from the classical home textile branch,

has, however, developed to a lifestyle-brand – according to the PR-manager Simone Jelli in an interview with Textination. On the Ambiente the enterprise can show their trend collection and reaches there not only the classic bedding specialty store but also furnishing houses, boutiques as well as accessory- and wellness shops. The extensive base collection consists of blankets, plaids, cushions, living accessories, small furniture and a homewear-line. Twice a year the base collection is enriched with a trend collection. Ambiente is for the company info- and order fair. With the result of the fair – plus 20% against last year – they were very satisfied, and they are going to exhibit again next year. Zoeppritz since 1828 has grown in 2009 compared to the year before, not least because of very good sales in the trade from October to December. The new year started well and “we look forward to 2010 in an optimistic way”. The products have been shown on fairs in Germany, France, the US and Japan and dis-

tributed by a representative- and distribution network worldwide. In Europe alone are more than 20 Shop-in-Shops/Corners where the Zoeppritz-world is presented.

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