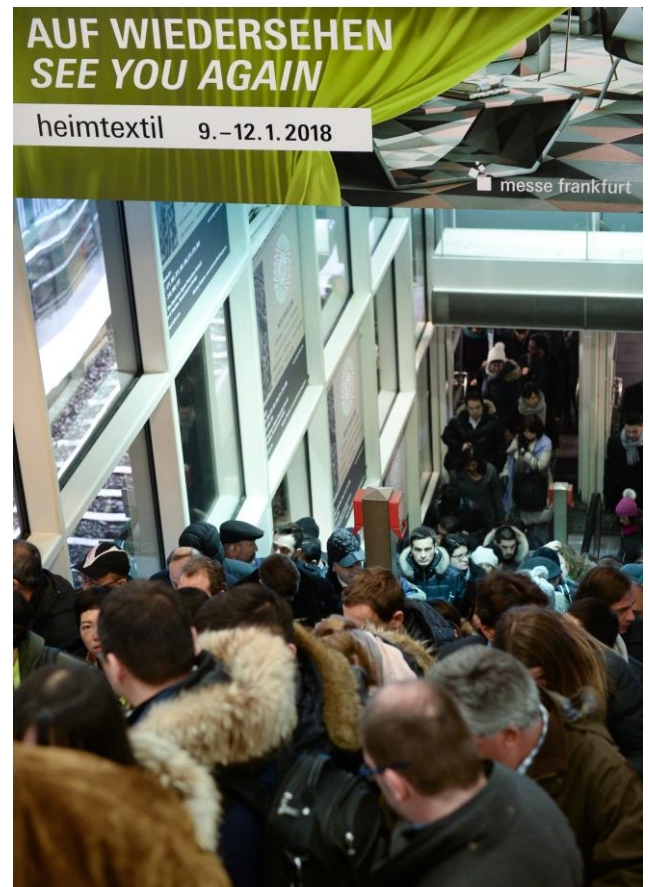


## heimtextil

- Matchmaking at the trade fair: exhibitors and visitors highlight the quality of business contacts made
- Celebrity guests and star designers go on a textile tour of discovery

Inspiring, touch-focused and close to the industry: Heimtextil finished last Friday after four successful trade fair days in Frankfurt am Main. In spite of the snow, ice and storms, particularly on the first and last days of the trade fair, almost 70,000 trade visitors (2016: 68,277) from across the world attended the leading trade fair for home and contract textiles and were won over by quality and variety of the exhibited products as well as the trends of the new season. Growth was driven primarily by Brazil, China, the United Kingdom, Italy, Japan, Russia, the USA and United Arab Emirates. A total of 2963 exhibitors from 67 countries (2016: 2864) presented their new textile products and designs across 20 halls and appeared to be highly satisfied by the orders they received and business contacts they made. Detlef Braun, CEO of Messe Frankfurt, highlighted the positives following the end of the trade fair: "The figures speak for themselves: Heimtextil grew



once again in 2017 in terms of its visitor and exhibitor numbers. But it's no longer about quantity and hasn't been for a long time. I am especially pleased about the high quality of the products exhibited as well as the intensity of discussions between purchasers and exhibitors. Frankfurt is the international meeting place and beating textile heart of the interiors industry."

Also positive: overall, visitors consider the sector's economy to be in a better place even than last year. Visitors from Germany in particular consider the situation to be good (40 per cent).

"We returned to Heimtextil at the right time: over the past few days, we have been successful in positioning our new profile and new product orientation", says Andreas Klenk, CEO Saum & Viebahn. "The feedback from our visitors was thoroughly positive and we were able to acquire both export and domestic contacts. We will be leaving this Heimtextil with a good feeling and look forward to returning next year."

## Textile design: the eye feels too

It is not just the feel of a material that determines its appeal – something that was also obvious at Heimtextil with the great interest shown in textile design. The colourful fabrics and varied designs by well-known designers and young talent were very popular and attracted a lot of attention: “For me as a designer, Heimtextil is extremely interesting, in particular because I can see myself designing bed linen, pillows and other home textiles in future in addition to wallpaper”, says star designer Michael Michalsky, who presented his new wallpaper collection at the trade fair.

“At the world’s leading trade fair, competitors are present in great numbers. Here, I can experience marketing of products at close quarters and get direct feedback on my own new products.” And it was not just designers that showed great interest in the globally unique design offer at Heimtextil. Exhibiting companies also used the creative hotspot to acquire new designs for their upcoming collections.



## Eva Padberg, Harald Glöckler and Michael Michalsky

The enthusiasm for beautiful and high-quality textiles not only brings trade visitors together, but also numerous celebrity guests. At the opening of Heimtextil, top model Eva Padberg talked with Detlef Braun about the trends of the coming season, the interest of end consumers in sustainability and



the common ground between fashion and interior design. She then used the opportunity to take a tour of the Theme Park trend area and the trade fair.

A meeting point for stars continued to be the Marburger Tapetenfabrik on the first day of the trade fair: Harald Glöckler presented his new collection “Glöckler Imperial” which bore the unmistakable signature of the designer with its usual luxurious style. Musical accompaniment and a good atmosphere was provided by singer

Dynelle Rhodes from the Weather Girls as well as Frankfurt radio presenter and DJ Felix Moese. Designer Michael Michalsky also presented his new collection of wallpapers in person in cooperation with A.S. Création.



## Trend towards more materiality

An end to bare walls and cold floors: home textiles are celebrating their comeback in private homes. Curtains, carpets and decorative cushions are decorating people's own four walls and lending them a personal note. "We can also confirm the trend towards more materiality. In addition to our new wallpaper products, we have seen an increased interest from visitors in our new fabric collections", says Andreas Zimmermann, CEO Zimmer + Rohde. This trend is boosting orders at Heimtextil: "The quality of visitors was very high: we met very high-quality, good international purchasers and excellent potential new customers. We are therefore very satisfied with our attendance at Heimtextil."

## Sleeping as a lifestyle

After nutrition and fitness, sleeping will be the next big lifestyle theme. This was also proven by the numerous innovations seen in the bed segment. Mediflow from Hamburg, for example, presented an improved version of its water pillow capable of full adjustments for firmness and supportive effect. Robert Kocher, European CEO of Mediflow: "This year, we had lots of new customers at our stand who had heard about us and wanted to know more about our products or even ordered them directly. Visitors primarily came from the Middle East, China, the eastern European region and Scandinavia. We also enjoyed intense discussions with American and German customers. This is also the great strength of Heimtextil. You've can shake hands with the world here. It is not just about sales, but also communication and establishing relationships or simply getting direct feedback on our products". At the sleep campaign stand, visitors and exhibitors alike were able to inform themselves about the four things that can influence sleep. Heimtextil will continue to focus on the topic of sleeping over the coming years.



The next Heimtextil, international trade fair for home and contract textiles, will take place from 9-12 January 2018 in Frankfurt am Main.



*Textination*