

Press release

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The Editeurs' Area in hall 8.0 is a hotspot for the latest interior collections from around 50 international textiles editeurs

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A strong offer: at its next edition, Heimtextil (7-10 January 2020) will once again bring together all participating textiles editeurs in one hall and thus optimally integrate them into the product offer for interior designers, interior decorators and retailers. Around 50 international fabric suppliers will present their collections for the upcoming season in hall 8.0.

“The hall concept for the past Heimtextil proved to be a success and international editeurs will once again present their wares in a specially designated area within hall 8.0. In this way, we create a vibrant meeting place for interior designers, furnishers and retailers and both exhibitors and visitors alike can benefit from the synergies created as a result”, says Sabine Scharrer, Director Heimtextil at Messe Frankfurt. In the specially designated Editeurs' Area, a good 50 internationally renowned editeurs will present their products around the Editeurs' Café.

Hall 8.0 sparkles thanks to product variety

Hall 8.0, “Window & Interior Decoration” will see products such as curtains, decorative fabrics and systems, upholstery fabrics, privacy and sun protection right through to carpets and tools for textile processing bundled together. Among the international highlights from the ranks of textiles editeurs are N.V. Wind from Belgium and Style Library from the UK (with the brands Zoffany, Harlequin, Anthology, Sanderson, Morris & Co, Scion, Clarke and Clarke and Studio G.), CTA and S.I.M.T.A from Italy as well as Damaceno & Antunes from Portugal. Major industry players from Germany such as Apelt, Rasch Textil, Saum & Viebahn and Heco will present their new textile collections. The “Insider” programme for interior decorators will also once again have its hub in hall 8.0 – participants will benefit from exclusive trade fair offers and will have the opportunity to exchange ideas with specialist colleagues in the “Insider Café”.

Hotspot for the international high-end segment

“Heimtextil offers us a unique opportunity to present new textile creations to an international audience,” says Yann de Zutter, owner and General Manager of N.V. Wind. “We can make wonderful use of the prominent Editeurs' Area to network further and exchange ideas with our long-standing customers.” To make the area and exhibitors even more visible, editeurs will get a makeover at the next Heimtextil in January 2020: the entire area will be covered with a black carpet, exhibitors will be provided with their own stand signage and the area will be highlighted accordingly

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on the hall plan and online on the Heimtextil website. “Textiles editeurs are a small but brilliant and essential exhibitor group for Heimtextil”, says Scharrer. “Their special position in the textile sector as a trendsetter in the high-end segment will be underlined by the highlighting of the exhibition area at Heimtextil.” Nicola Brumfitt, Marketing Director of Prestigious Textiles from the UK, also sees the added value in the special area: “We’ve been attending Heimtextil for more than 30 years – it has become one of the most important dates in our diary and offers a unique platform for networking with potential and existing overseas contacts.”

Following a successful launch in January 2019, Style Library from the UK will once again be represented in the Editeurs’ Area at the next edition of Heimtextil. “We are very much excited to be introducing our new spring collections at Heimtextil 2020”, says Mischa Winde, General Manager Germany. “The trade fair offers us the perfect global platform to present some of our best-selling brands – Harlequin, Sanderson, Morris & Co. and Clarke & Clarke.” And Fotios Tsioulpas, Managing Director and owner of IFI Aebe, believes that Heimtextil marks the beginning of the new year in the most creative of ways: “We are looking forward to celebrate this creativity among the top people of our industry.”

Just like the editeurs, the DecoTeam, one of the permanent components of Heimtextil, is also one of the highlights of hall 8.0. In January 2020, the DecoTeam will present interior fashion, trendy styles and new colour concepts based on the Heimtextil trends. A full event programme with workshops, presentations, live showcases and discussions with well-known guests such as TV star and decorative queen Enie van de Meiklokjes will complete the trade fair presence and ensure a great deal of creative input, interaction and lively entertainment in a relaxed atmosphere.

Press information and image material:

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Newsroom:

Information from the international textile industry and Messe Frankfurt’s global textile trade fairs:

www.texpertise-network.com

Heimtextil
International Trade Fair for Home and
Contract Textiles
Frankfurt am Main, 7-10 January 2020

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates

annual sales of around €718 million. 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. 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

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