

Press release

September 2020

## “Nothing New, Everything New”: Heimtextil presents the 2021/2022 trends

Stefan Jakob  
Tel. +49 69 7575 5822  
stefan.jakob@messefrankfurt.com  
www.messefrankfurt.com  
www.heimtextil.messefrankfurt.com

**With the overarching theme “Nothing New, Everything New”, Heimtextil launches the motto of the trend season 21/22 and provides an outlook on the design topics for the international trade fair for home and contract textiles, taking place from 12 to 15 January 2021 in Frankfurt am Main.**

Together with the Heimtextil Trend Council, the management established a trend forecast for the coming season and presented it live via an online conference on 1 September 2020 from Frankfurt am Main. Trend Council members Anja Bisgaard Gaede from SPOTT trends & business, Anne Marie Commandeur from stiljinstituut amsterdam and Kate Franklin and Caroline Till from London studio FranklinTill shared their insights into the future of the industry and created a vision for the trend theme “Nothing New, Everything New”. The subsequent design topics are already brought to life in the trend book, which is available now. In terms of trends, this season’s highlight is the comprehensive presentation offering during Heimtextil in Hall 3.0. For the first time in Heimtextil’s history, SPOTT trends & business from Denmark directs all trend activities.

### “Nothing New, Everything New”

For many years, the lifestyle industry has asked “what is new this season?”. Newness and cultural erosion are core drivers of lifestyle products, and the foundation of this began in the 20<sup>th</sup> century when shopping shifted from necessity-driven to pleasure-driven, and consumer products were no longer made to last a lifetime. Now is the time for a new perception of new itself, as both consumers and the industry are beginning to change existing systems and ways of working in different ways. Welcome to “Nothing New, Everything New”.

### Crisis as a driver of innovation

The first two decades of this millennium brought several challenges for industry and trade – above all, the current coronavirus pandemic. But crises are also drivers of innovations. In the textile industry, digitalisation and sustainability are currently omnipresent innovation topics. The coronavirus pandemic ensures that both topics are becoming even more important in the home textile industry. Heimtextil Trends 21/22 provide an overview of the status quo of those developments. In addition, visitors of the Trend Space can look forward to a presentation of the new colours, materials and designs. Four areas showcase the collective trends: "Repurpose", "Rewild", "Reinforce" and "Revive".

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main

## **New materials on a sustainable basis**

After its premiere in January 2020, the Future Material Library returns to Heimtextil in 2021, with FranklinTill presenting a new curated collection of exciting material innovations from around the world. The Future Materials Library celebrates experimental approaches, new materials and revolutionary thinkers who are creating a blueprint for a new model of production.

## **Sustainably designed Trend Space**

Designed by Danish space design studio MODUS A/S together with SPOTT trends & business, the 2021 Trend Space embodies the overarching theme with its commitment to the Heimtextil Material Manifesto in repurposing materials during build. The task is to produce as little waste as possible, to use recyclable materials and thus keep the ecological footprint as low as possible.

## **Health and safety precautions**

Overall, the Trend Space design adheres to vigilant health and safety considerations. Attendees will have full ability to maintain a safe distance from others, with the option of attending trend tours and lectures that meets the official COVID-19 regulations from authorities.

## **Heimtextil Trends 2021/2022 Overview**

### **Repurpose**

Repurpose is not a passing trend. Rather, it is a way of changing the product development narrative within the textiles industry, shifting from creating original textiles to curating existing textiles to form new visual expressions. Unlike the traditional design process which starts with an idea, Repurpose starts with considering what can be made from existing fabrics. From creation to curation, it gives existing textiles a new purpose and cherishes what's already made.

### **Rewild**

Rewilding is the act of returning nature back to its original wild state, yet the trend Rewild goes beyond returning to nature. It is not about making nature authentic, but rather understanding nature's genuine wisdom. In the urban and postmodern world, generations have largely lost connection to the surrounding ecology. This has significant influence on how individuals use and understand the ecosystem they live in. From authentic to genuine, Rewild means rediscovering nature's resources and applying these in a modern context, delivering on sustainable or even regenerative solutions. The visual and textile expressions of the Rewild trend focus on directions like nature's lab, Indigenous, wild and basic living.

### **Reinforce**

Resilient expression and Brutalist architecture are key elements in the Reinforce trend. To reinforce is to make something stronger. Longevity is a key influence on colours, materials and design. Reinforce has a simple and bold Scandinavian mood with a

resilient, honest and minimalistic look. From short-lived to longevity, Reinforce is about visual and compositional longevity within textiles and materials. It draws inspiration from how Scandinavian design merges design durability with pared back functionality. This approach, proven over time, adds heavy and enduring materials to create visual resilience.

### **Revive**

Reflecting youthful activism within our present perspective, attitude and behaviour toward our world of “stuff”, Revive is an exploration of creativity. With a focus on achieving greater emotional satisfaction through the process of creating rather than on the result, no rules apply to the mending, processing, learning and experimenting in Revive. From result to process, Revive is to feel, sense and reconnect with human skills. It revives and honours the intangible state of flow that occurs while creating as opposed to focusing on the final object. Once a household practice, the act of repairing is now seen as creative method. The Revive trend subsequently focuses on process, modern mending and experimentation.

### **Press information and image material:**

[www.heimtextil.messefrankfurt.com/journalisten](http://www.heimtextil.messefrankfurt.com/journalisten)

### **On the net:**

[www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com)

[www.heimtextil-trends.com](http://www.heimtextil-trends.com)

[www.heimtextil-blog.com](http://www.heimtextil-blog.com)

[www.facebook.com/heimtextil](https://www.facebook.com/heimtextil)

[www.twitter.com/heimtextil](https://www.twitter.com/heimtextil)

[www.youtube.com/heimtextil](https://www.youtube.com/heimtextil)

[www.instagram.com/heimtextil](https://www.instagram.com/heimtextil)

### **Information about the Messe Frankfurt health and safety concept:**

[www.messefrankfurt.com/hygiene](http://www.messefrankfurt.com/hygiene)

### **Newsroom:**

Information from the international textile industry and about global textile trade fairs by Messe Frankfurt: [www.texpertise-network.com](http://www.texpertise-network.com)

### **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 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We are closely networked within our industries. We efficiently support the business interests of our customers in our business segments “Fairs & Events”, “Locations” and “Services”. A key unique selling point of the Group is its global sales network, which covers all regions of the world. A 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. With its headquarters 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)

Heimtextil  
International Trade Fair for Home and  
Contract Textiles  
Frankfurt am Main, 12 to 15 January 2021