

Press Release

March 2021

Heimtextil 2022: Trends remain the inspirational heart of the fair

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How has the pandemic changed the way we live? This important question was tackled recently in a digital workshop by the Heimtextil Trend Council. The international trend experts set themselves the task of verifying the dominant design themes for the 2022/23 season. With this meeting, Heimtextil began planning the trends for the next edition of the fair in Frankfurt am Main from 11 to 14 January 2022.

“Even after the lean period, Heimtextil Trends will be at the heart of our fair and act as a central point for everyone looking for inspiration and wanting to update themselves on progressive design and the hottest furnishing themes of the coming season. Over three decades, the trends have become the international flagship and USP of Heimtextil. It is also a top priority in the planning of the upcoming Heimtextil“, says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.

The Heimtextil Trend Council discussed the latest design developments at its regular meeting at the end of March. Due to the pandemic, the workshop took the form of two online conferences. As many times in the past, the Trend Council comprised the three internationally renowned agencies, SPOTT Trends & Business (Denmark), Studio FranklinTill (UK) and Stijlinstituut Amsterdam (the Netherlands). Once again, Anja Bisgaard Gaede and her team from SPOTT Trends & Business is leading the project and will thus give the Heimtextil Trends for 2022/23 a Scandinavian flavour. In addition to preparing the content, the work of the Danish team includes the concept of the trend presentation during the fair in January. Every year, the meeting of the Heimtextil Trend Council in the spring marks the beginning of the preparatory work on the following year's trade fair in January. At the same time, the trend experts offer an initial preview of the direction expected to be taken by interior-furnishing design in the coming season. In this way, the trend experts and the Heimtextil management lay the foundation for the global trend statement.

Heimtextil Trends: a guide for the international sector

The Heimtextil Trends remain a keystone of the overall Heimtextil concept and provide important content for all target groups within the worldwide sector. In this connection, Heimtextil remains true to its goals of spotlighting defining design developments within the framework of the larger context of lifestyle trends, as well as illuminating the product world

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of the Heimtextil exhibitors and identifying trends in the sector. Particular emphasis in this respect is given to sustainable aspects along the entire value chain. Thus, the 'Future Materials Library' will be further developed and enriched with new, sustainable materials and topics. In the 'Future Materials Library', which is curated by London's Studio FranklinTill, Heimtextil presents a selection of innovative materials from all over the world.

How is the pandemic changing our furnishings?

One of the focal points of the coming season will be how the pandemic has changed our life and, therefore, the way we furnish our homes. In this connection, particular emphasis will be given to the mega-theme of 'new work', which will be viewed with new facets. "The Heimtextil Trend Council have looked into the future trends from the longing for new and inspirational design trends over navigating new ways of communicating to continue our imperative track of sustainability through everything we do. In addition to that looking into the scope of hybrid work in the future and focus on safety and protection in a Heimtextil context. All in all a Heimtextil trend concept 22/23 in tune with the spirit of the future and viable interior business" said Anja Bisgaard Gaede, founder and CEO of SPOTT Trends & Business. The Heimtextil management and members of the Trend Council will offer initial insights into the trend themes of the 2022/23 season and provide further information about future design developments at the digital Trend Preview in September.

Heimtextil Trend Book 21/22: available online

Although the pandemic means there was no fair this year, Heimtextil can still offer the sector a plentiful source of ideas, designs and inspiration: the latest edition of the Heimtextil Trend Book provides insights into numerous design projects and is an orientation aid for the current trend season. Comprehensive visual material, colour palettes, exact colour values, etc. – with content gathered from all around the world, the book is a creative tool that helps international textile manufacturers, interior designers and furnishing experts prepare their new collections and furnishing concepts. The 2021/22 Trend Book is available at the special price of EUR 37.50 from the online shop of Messe Frankfurt:
www.heimtextil.messefrankfurt.com/trendbook

Press information and photographs of the Trend Council:

www.heimtextil.messefrankfurt.com/journalists

Information about the Heimtextil Trends for 2021/22:

www.heimtextil-trends.com

Social media:

www.heimtextil.messefrankfurt.com

www.heimtextil-blog.com

www.facebook.com/heimtextil

www.twitter.com/heimtextil

www.youtube.com/heimtextil

www.instagram.com/heimtextil

Heimtextil
International Trade Fair for Home and
Contract Textiles
Frankfurt am Main, 11 to 14 January 2022

Newsroom:

Information from the international textile sector and the textile fairs of
Messe Frankfurt around the world:
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. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

* preliminary figures 2020