

Press Release

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Heimtextil 2020: Trend Council sets its sights on five new design orientations

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Launch of preparations for Heimtextil 2020: with the meeting of the Trend Council, the leading international trade fair for home and contract textiles paves the way for its new season. A high-calibre committee met in Frankfurt am Main on 20 and 21 March 2019.

Those present included Anne Marie Commandeur, Grietje Schepers and Harm Rensink from Stijlinstituut Amsterdam (NL), Caroline Till and Titia Dane from Studio FranklinTill (GB) as well as Anja Bisgaard Gaede with her agency SPOTT trends + business (DK). As this year's lead office, Stijlinstituut Amsterdam will be responsible for the conception and implementation of the Trend Book and the presentation at the trade fair in January of next year.



The Heimtextil Trend Council (from left to right): Harm Rensink, Anne Marie Commandeur, Caroline Till, Grietje Schepers, Anja Bisgaard Gaede and Titia Dane. Photo: Pietro Sutera/Messe Frankfurt

New: materials library on the theme of sustainability

Over two intensive days, the trend researchers brought together the relevant trends from architecture, interior design, fashion and art and discussed their impact on home and contract textiles. Particularly striking this year was the broad range and wealth of inspirations and exemplary projects, which, despite their apparent diversity, combined to form a coherent overarching trend story. The Stijlinstituut Amsterdam will use the result achieved together to determine five design orientations over the coming months that will be staged in a tangible way for the industry and illustrated by products presented by Heimtextil exhibitors.

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

'The central achievement of the Trend Council is to make sense of the growing cacophony of current trends, hypes and fads. It is also our aim to sharpen our focus on future-related topics that go beyond seasonal trend statements', says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt. In this context, Heimtextil Trends 20/21 will be supplemented by a materials library that will present innovative, sustainable materials and demonstrate their specific potential for the industry and interior design. The Heimtextil Trend Book, which will be available from September via Heimtextil, and the high-quality Trend Space during the fair will provide concrete illustrations of the trends with regard to themes, colours, materials, textures and patterns.

Recognised instrument for the industry

The Heimtextil Trends, which Messe Frankfurt has been announcing annually since 1991, are regarded as a trendsetting instrument for the global textile furnishing sector. The overall concept includes a large service package for manufacturers, users and dealers: Messe Frankfurt first invites the sector to prepare for the upcoming season at an advance presentation in late summer. The designers responsible present the new Heimtextil Trend Book as part of this event, complete with colour cards and in-depth information on the individual design trends. Exhibitors at Heimtextil will receive this publication ahead of the trade fair as a valuable orientation aid for product design and collection building.

Trend Council 20/21

The following international design studios are members of the Trend Council and they work together to define the trend themes for the upcoming Heimtextil:

Stijlinstituut Amsterdam, Netherlands

This year, Stijlinstituut Amsterdam will be responsible for the content and implementation of the Trend Book and the exhibition. Anne Marie Commandeur is the founder and face of this internationally renowned agency. She manages a team of designers who focus on textile innovations, predictions, colour trends and strategic design concepts. Today, her Stijlinstituut Amsterdam agency acts as a versatile and dynamic force in the industry and keeps fashion companies and fashion-related companies up to date on the most important developments. For the Heimtextil Trends 20/21, Anne Marie Commandeur will be working together with freelance designer Grietje Schepers and designer Harm Rensink (The Studio).

www.stijlinstituut.nl

FranklinTill Studio, United Kingdom

The London-based design studio FranklinTill comprises trend researchers, designers and stylists as well as a broad-ranging, international network of creatives and visionaries. The multidisciplinary agency's varied projects include trend reports, colour forecasts, design realisations, brand developments and curating trade fairs and exhibitions. FranklinTill plays a pioneering role when it comes to the

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integration of sustainability into design concepts. Designer Titia Dane will also be working on the Heimtextil Trends 20/21 alongside agency co-founder Caroline Till.

www.franklintill.com

SPOTT Trends & Business, Denmark

The agency SPOTT Trends & Business advises lifestyle brands on questions relating to consumer insight, trend and colour forecasting. With her business-oriented approach, founder Anja Bisgaard Gaede focuses on the development of the brand. She combines her Scandinavian design perspective with trend research, neuroscience and her extensive commercial experience. Anja Bisgaard Gaede is also known beyond the fashion and textile industry for her lectures and as a specialist book author.

www.spottrends.dk

The next Heimtextil will take place from 7-10 January 2020.

Press information and image material:

www.heimtextil.messefrankfurt.com/journalisten

On the net:

www.heimtextil.messefrankfurt.com

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Newsroom:

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

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 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. 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

*preliminary figures 2018

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