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# Pioneers of Lifestyle: new event for the sector at Tendence

**Innovations emerge from dialogue and links with others. That is good reason for the pioneers of the lifestyle sector to be meeting up for the first time at Tendence in the Messe Frankfurt Forum on 2 and 3 July 2018. The conference, which has been organised by Digital Apartment and sponsored by Messe Frankfurt, is aimed at lifestyle innovators and start-up companies, as well as established professionals and sector experts. Admission tickets and further information is available at: [www.pioneers-of-lifestyle.de](http://www.pioneers-of-lifestyle.de).**

The 'Pioneers of Lifestyle' (POL) conference will bring the sector's pioneers – from start-ups to sector aficionados – to Frankfurt, where they will be able to network and discuss their ideas and experiences. The focus will be on innovative concepts, the latest business models and the best products. Special emphasis will be given, at the conference, to four thematic areas: Digital, Product, Retail and Service. Alongside practically oriented keynote speeches, there will be numerous stimulus talks and discussion panels on offer. Well-known speakers from Germany and abroad, including Henning Besser (DJ Phono/Deichkind), Gerald Schönbacher (real.de), Stefan Smalla (Westwing) and Rebecca Werst (Reform), will be there to present the latest information and to discuss examples of best practice in the lifestyle industry, in both lectures and workshops.



The lifestyle sector meets up on 2 and 3 July 2018 in the Forum of the Exhibition Centre

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

”The ‘Pioneers of Lifestyle’ conference is unique in the sector, yet so very necessary! At this event, run jointly by Digital Apartment GmbH and Messe Frankfurt GmbH, old meets new, the traditional meets the innovative and the familiar meets the hitherto unheard-of. Participants will get an exclusive insight into what is happening in and around the lifestyle scene from long-established sector experts, as well as from some innovative start-ups,” says Philipp Ferger, Group Show Director of Tendence and co-founder of the conference.

‘Pioneers of Lifestyle’ will begin on 2 July 2018 from 6 p.m. in the Forum of the Frankfurt Exhibition Centre, with a keynote speech and ‘fireside chat’. Participants will then be able to continue their discussions and to network at the Captain’s Dinner which follows. The 3 July begins with breakfast at 8 a.m. and another keynote speech. Following that, participants can expect a full day, packed with a diverse programme of fascinating lectures. The main conference language is German, but there is provision for translation into English. There are various price categories for the 2-day ticket, which includes parking. Those interested in attending can find further information and buy admission tickets at: [www.pioneers-of-lifestyle.de](http://www.pioneers-of-lifestyle.de). Admission to Tendence on all four days of the exhibition is included in the attendance fee for the conference. A shuttle service will connect Tendence with the Forum, where the conference is held, and takes just a few minutes. Further information can be found at: [www.tendence.messefrankfurt.com](http://www.tendence.messefrankfurt.com).



Pioneers of Lifestyle (POL) Conference in Frankfurt

### **Lifestyle start-up of the year**

Nor have newer members of the profession been forgotten: four selected start-ups will get a chance, on 3 July, to present their innovative business models to a panel of judges in a ten-minute pitch, followed by a five-minute Q&A session. Interested start-ups have until 19 June 2018 to submit their pitch decks to: [hello@pol2018.com](mailto:hello@pol2018.com). Further information on this is available at: [www.pioneers-of-lifestyle.de](http://www.pioneers-of-lifestyle.de).

Tendence takes place from 30 June to 3 July 2018.

### **On the internet**

You will find further information and high-resolution photographs at : <https://tendence.messefrankfurt.com/frankfurt/en/press.html>.

Tendence  
Internationale Frankfurter Messe  
Frankfurt am Main, 30 June to 3 July 2018

**#tendence18**

[www.twitter.com/tendencefair](http://www.twitter.com/tendencefair)

[www.facebook.com/tendencefair](http://www.facebook.com/tendencefair)

### **Tendence – international trade fair for consumer goods**

Tendence (30 June to 3 July 2018) is Germany's most international order venue for the second half of the year. The wide-ranging product portfolio covers fields of the home, furnishing, decorating, gifts, jewellery, fashion accessories, tableware, kitchenware, home textiles and outdoor living. Special shows and a wide-ranging complementary programme of events are multi-faceted sources of sales-boosting impulses for retailers. Strong brands and key communicators use this new-products platform to present their trends for the winter and Christmas season. At the same time, they give bulk buyers from the international trade the chance to place orders in good time for their spring and summer collections.

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500 employees at some 30 locations, the company generates annual sales of around €661\* 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). \* preliminary figures for 2017

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)