

Press Release

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Discovering Tendence 2019

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From 29 June to 1 July 2019 buyers can spend three days in Frankfurt, exploring the unusual ideas and must-haves of the season. Arranged by retail channel, lifestyle and target group, Tendence 2019 has an even greater focus on the customer's needs than ever before. Each retailer can therefore compile their product range in a highly focused way and then implement it to suit their specific store.

To attract the consumer's attention, a retailer needs that certain something, for instance their own unique product display, or an innovative product range. "Thanks to the new structure, the focus is now very closely on specific customer groups, with inspiring stories about the different lifestyles. Each retailer can therefore compile a perfect product range for their target group, one that covers a variety of products, and then implement that range at their store," says Philipp Ferger, head of Tendence.



Tendence is the place where buyers can find the unusual ideas and must-haves of the season.

Hall 8.0 offers buyers precisely such stories under the new concept of Style City and its districts. The hall is structured like a concept store, and visitors can immerse themselves in a variety of lifestyle worlds – *Modern*, *Earth*, *Urban*, *Cosy* and *Adventure*. *Modern* features exhibitors such as Casablanca and Wittkemper Living, with products that are fun-loving, patterned or timeless. Tudi Billo in the *Earth* section offers sensory products and a natural look in an ethno style. Buyers in the *Urban* section will find seasonal highlights that are cool, retro or trendsetting – offered by companies such as Donkey Products, Good Old Friends and

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Hübsch. Chic Antique and Räder are two of the companies in the *Cosy* section where the focus is on clear, romantic and natural products. Anyone who enjoys an extravagant, loud and colourful style will have a great time in the *Adventure* section, where the latest trends are showcased by exhibitors such as Cedon. Moreover, each lifestyle dominates a specially dedicated marketplace, where visitors can enjoy fashion shows and other events related to the style of that district. And it is also reflected in the available food and drinks. Navigation through all the different lifestyles in the hall is greatly helped by colour coding and pictograms.

Visitors to the Moment Market in Hall 9.0 can buy decorative items for the entire year and every occasion – almost for every moment. Exhibitors include AM Design, Gilde, Hoff, La Casa di Caesar and Wurm. The Sunshine State in Hall 11.0 features companies such as Boltze, Edelman, Gasper, Heembloemex, Kaemingk and Posiwio with trendy items for next spring and summer. Design City in Hall 12.0 specialises in classic, timeless, modern and purist designs for the high-end consumer, with products by Fink, Konert, Lambert, PAD Home and Scholtissek.

The Village

The Village features eleven prestigious brands demonstrating how to design the point of sale to attract even greater attention, the aim being to transform the customer's interest into a purchase decision. As on previous occasions, Cedon designimdorf, Donkey Products, Frohstoff, Gift Company, Good Old Friends, koziol «ideas for friends», Nogallery, Paperproducts, Räder and Werkhaus will be in Hall 8.0 again, showcasing their latest collections, both as touchpoints and to inspire buyers.



The Village at Tendence

New: Frankfurt Style Award

The 2019 Frankfurt Style Award will be running under the motto of Home 4.0. Students from international fashion and design schools, craft apprentices and newcomers with their own labels will be showing us what fashion might say about our native homes. In business, daily life and a variety of lifestyles, ranging from *Urban* to *Earth*, and not forgetting *Adventure*. On the Saturday of the trade show the various marketplaces in the *Adventure*, *Earth* and *Urban* lifestyle worlds will hold fashion

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shows, featuring the award-winning projects. The award ceremony for the Frankfurt Style Award will start at 17:00 hrs.

Pioneers of Lifestyle

One unique event in the industry is the lifestyle conference Pioneers of Lifestyle, which will be held for the second time in 2019. On the Tuesday straight after Tendence, well-known German and international speakers will be giving talks and workshops on best practice models in the lifestyle industry. There will be plenty of information as well as discussions. The conference, organised by Digital Apartment and supported by Messe Frankfurt, is aimed at lifestyle innovators and industry start-ups, but also professionals and industry experts.

Tendence Academy

Ample inspiration will be provided for the German retail trade in a programme of events. The ideas it offers will focus on store design, while also giving start-up assistance to online retailers. But it will also be the right place for retailers and service providers wanting to expand their expertise in webshops and online marketing. The talks will be given on the Design City stage in Hall 12.0.

Craftmanship in Design City

The promotional programme *Talents* at Tendence provides support for especially creative, highly skilful and innovative young designers working in handcrafts, design and jewellery. From 29 June to 1 July 2019, anyone accepted on the scheme can present their work in the Talents area Modern Crafts & Jewellery of Design City, with the chance to network with industry and the retail trade. For many young talents, this is a good opportunity to start a business on the design and consumer goods scene and to meet influential leads. As before, Tendence 2019 will offer an important platform for contemporary crafts, particularly thanks to the well-known exhibition *Form* in Hall 12.0. The hosts and organisers of the competition are the German Crafts Association (BK) and Messe Frankfurt. Tendence will also be hosting the presentation of the Hessian State Award for German Arts & Crafts for the 69th time.

Special hotel deals for visitors

This is the third time that Messe Frankfurt and the Frankfurt Hotel Alliance will be offering an accommodation package to anyone visiting Tendence 2019: Starting at EUR 99 per night, visitors can book rooms in selected 4 and 5-star hotels near the exhibition centre – including breakfast, a welcome drink and Wi-Fi.

Tendence will be held from 29 June to 1 July 2019.

On the web

Further details and images in print quality can be found at <https://tendence.messefrankfurt.com/frankfurt/de/presse.html>.

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Tendence

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Tendence (29 June to 1 July 2019) is a consumer goods trade fair for home, furnishing, decorating, gifts, jewellery, fashion accessories, feelgood products, kitchen design and home textiles. Special shows and a wide-ranging complementary programme of events are multi-faceted sources of sales-boosting stimuli for retailers. Tendence is the new-products platform for the presentation of winter and Christmas trends. At the same time, it will be a good opportunity for anyone wanting to place orders in good time for their spring and summer collections.

Background information about Messe Frankfurt

Messe Frankfurt is the world's biggest trade fair, convention and event organiser with its own premises. It employs a workforce of 2,500* at 30 sites and generates an annual revenue of around EUR 715* million. Thanks to far-reaching ties with the relevant sectors and an international sales network, the Group provides effective support for its customers and their business interests. By offering a wide range of services, both on site and online, Messe Frankfurt gives its global customers a consistently high level of flexible support in planning, organising and running their events. This wide range of services includes renting exhibition premises, trade fair construction and marketing, human resources and food services. The Group has its head office in Frankfurt am Main and is owned partly by the City of Frankfurt (60%) and partly by the State of Hesse (40%). Further details: www.messefrankfurt.com

* Provisional key figures for 2018