

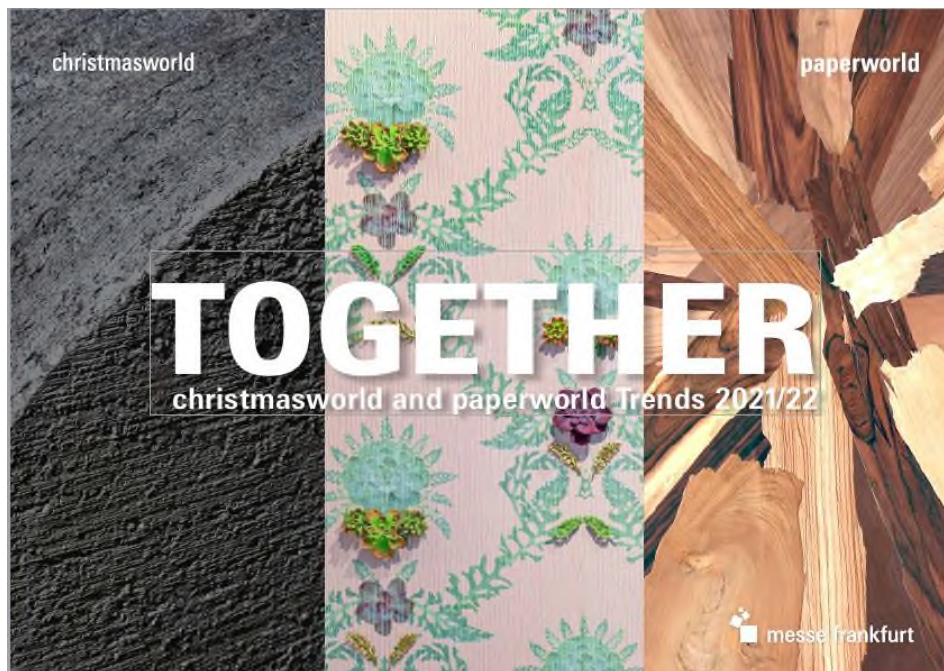
Press release

January 2021

## Together: Christmasworld and Paperworld Trends 2021/22 strike a chord with the times and help the trade to get back on track

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How buyers and manufacturers can prepare for the coming business year even in these extraordinary times and without leading trade fairs is shown by Christmasworld and Paperworld Trends 2021/22 under the title "Together". Three joint trend statements show the coming themes, colours, materials, inspirations and styles that will accompany our new everyday life - whether in the home office or the office. They provide the international decor and stationery trade with valuable orientation for individual product combinations.



Two trade fairs. One common message: Together. Christmasworld and Paperworld Trends 2021/22 are lined by a strong central theme  
Image: Messe Frankfurt

"At the moment, and especially when the lockdown phase in the stationary retail trade is over, the Christmasworld and Paperworld Trends have great potential for a restart", says Julia Uherek, Group Show Director Consumer Goods Fairs, Messe Frankfurt Exhibition GmbH. That is why the trends will also be part of the programme of the Consumer Goods Digital Day on 20 April 2021. The Christmasworld and Paperworld Trends are an important source of inspiration for the trade. They offer concrete ordering assistance and helpful guidelines for a modern and, at the same time, sales-driving assortment design and

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
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product presentation. Trend scouts Claudia Herke, Cem Bora and Annetta Palmisano from the style agency stilbüro bora.herke.palmisano derive their forecasts from current trends in fashion, society and interior design and thus hit the nerve of the times.

*Together* is a powerful term at this moment in time and represents standing together in times of crisis. The pandemic has turned our world upside down. Physical distancing has caused people to come closer. Neighbours, friends and families are discovering each other in new ways and creating shared moments. Companies are restructuring. Working from home has become a necessity. As a consequence, more functionality is moving into the private sphere, but also more emotion into the working environment. "We are digitally networked and reachable at any time, but increasingly perceive it as a luxury to disconnect and be offline. We experience nature, which offers us a retreat and the peace and quiet to do so, as being threatened and worthy of protection. The concept of recycling and upcycling is thus gaining ever greater momentum. These are themes that we will increasingly be seeing in the product collections at Christmasworld and Paperworld", says Annetta Palmisano, designer at the bora.herke.palmisano style agency, who is responsible for developing and designing the new Christmasworld and Paperworld Trends format on behalf of Messe Frankfurt.

### ***Together* heralds a new era for the Christmasworld and Paperworld trends**

The product and style worlds relating to seasonal decorations, festive décor, commercial office supplies, paper for personal use, writing materials and school supplies are becoming ever more closely aligned with global consumer trends. Modern living and working concepts are increasingly blurring the classic boundaries. Sustainability and general mindfulness are increasingly seen as the central themes. They can be found equally in the design of living spaces and home offices, from your favourite café to contemporary office environments, from intimate retreats to the shared festive moments of the year. "The retail industry's role is also evolving: in place of short-lived designs and vast collections, the emphasis is on creating an appropriate, credible and stimulating product mix. Innovative concept stores and creative retailers provide successful examples of this on every continent," confirms designer Claudia Herke. Hip stores all over the world are providing a mix of offers: new and second hand merchandise, fashion, flowers, decoration, stationery, a café, well-being, work - everything is presented in a unified way. But only through a curated selection does it mirror a new, more mindful lifestyle that appeals to customers.

The logical consequence is three shared trend statements: "contemplative approach", "heirloom feelings", "spirited response".

### **"contemplative approach" - nature as a source of inspiration: original, tactile and unpretentious**

In this style world, the material takes pride of place in the design. Renewable materials such as cork, bark, jute, grass and wood determine the unpretentious look together with metal, marble and stone. The materials remain in their natural state, are roughly hewn, broken, woven or rudimentarily processed. The tactile feel is important. So in addition to

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the rustic surfaces, finely polished, hand-caressing finishes emphasize the beauty of nature. Old craftsmanship is being revived. With seasonal decorations, clay and ceramics with a rough, sandy appearance look genuine and natural. The forest provides an abundance of designs and motifs, including acorns, bark, leaves, nuts, cones and fruits.



"contemplative approach" focuses on nature: original, tactile and unpretentious.

Image: Messe Frankfurt

The colour palette emphasises the restrained mood and the tactile materials - these include dark juniper berry, light green, fawn brown, red beech, matt green, moss, basalt green and a warm, light stone shade. The individual tones appear deep, rich, almost of plant origin. The characteristic grains and patterns of the natural materials complement the harmonious picture.

**"heirloom feelings" - new nostalgia determines the design: nostalgic, young and playful**

This poetic, young style opens up an optimistic perspective. Numerous artistic and playful aspects can be discovered in the design, including more down-to-earth interpretations in delicate hues. The cheerful, lively flora is striking. Blossoms, scattered flowers, mille fleur and vines sprout alongside frills, fine graphic designs, necktie and chequered patterns. The numerous romantic tapestries are in the foreground here as quotations from a golden era. The joy of adorning is reflected in every aspect of the product and of life: from festive decorations, gift wrapping papers and greeting cards to stylish working and writing.

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"heirloom feelings" reflects on poetry and gracefulness: nostalgic, young and playful feelings". Image: Messe Frankfurt

The colour range combines sensitive, optimistic tones. The palette extends from a velvety mouse-grey, delicate lime green, cloudy white and dark topaz to a romantic shade of rose, from light almond to a red tone and soft, airy sky blue. The materials reflect the refined composure: porcelain, glass, fine papers, handmade objects and surprising new interpretations of old craftsmanship. This is complemented by the delicate interplay of transparency, gold and brass lustre.

**"spirited response" - focus on sustainability: original, creative and unconventional**

Not a trend, but a necessity. This style world presents attractive alternatives and unconventional solutions that focus on zero waste, a circular economy and up & recycling. Here the emphasis shifts to the arrangement of the home office for job and school. The design is handcrafted, creative, cheerful, colourful and uncomplicated. Organic forms and eye-catching, illustrative designs reminiscent of the 1960s have a strong impact. Hand written or drawn print motifs, childlike sketches and ideas with an improvisational character round off the original style.



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"spirited response" inspires with sustainable solutions: original, creative and unconventional. Image: Messe Frankfurt

*spirited response* shows a vibrant combination of everyday work and festive decorations. The colour palette combines vivid shades with random melanges that result from different recycling processes. Paper waste is transformed into papier-mâché, and old fabrics or cords become creative materials for new objects. Contrasting scrap wood combines to form striking eye-catchers, and flower waste is used to create unusual papers and gift packaging. The colours generate positive energy. Their range extends from intense sea green, fiery red, faded rose and a milky caramel brown to ultraviolet, Bristol Blue, bright flamingo orange and corn yellow.

### **Next trade fair dates**

As part of the Consumer Goods Digital Day on 20 April 2021, Christmasworld and Paperworld Trends will be held as a digital presentation and provide concrete tips for implementation. Until then, downloads will be available on the fair websites and further information and contributions at [www.conzoom.solutions](http://www.conzoom.solutions).

The Consumer Goods Digital Day will take place on 20 April 2021. The next Christmasworld will be held from 28 January to 1 February 2022. The next Paperworld and Creativeworld will be held from 29 January to 1 February 2022.

### **Note for journalists:**

You will find all the information at:  
[consumergoodsdigitalday.messefrankfurt.com](http://consumergoodsdigitalday.messefrankfurt.com)  
[www.christmasworld.messefrankfurt.com](http://www.christmasworld.messefrankfurt.com)  
[www.paperworld.messefrankfurt.com](http://www.paperworld.messefrankfurt.com)

### **Press releases and images:**

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### **Christmasworld: Seasonal Decoration at its best**

Christmasworld focuses on the busiest and most emotional time of the year, and reflects the 'point of sale' experience unlike any other consumer-goods trade fair. This makes it the world's most important order venue for the international seasonal and festive decoration sector. Held annually in Frankfurt am Main, Christmasworld presents the latest products and trends for Christmas and all other festive occasions. But that's not all: it also supplies innovative concept

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ideas for decorating big and outdoor areas for the wholesale and retail trades, shopping malls and city centres. Christmasworld is distinguished by the complete spectrum of seasonal and festive decorations. In 2020, it welcomed 1,063 exhibitors from 47 countries and 42,834 visitors from 128 countries (FKM-verified figures).

Further information: [christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

#### **Paperworld - The visionary office. The stationery trends.**

Next fair: 30 January – 2 February 2021 in Frankfurt am Main

The leading international trade fair presents the latest products and trends in the paper, office supplies, and stationery sector every year in Frankfurt am Main. Paperworld offers the world's widest range of products in commercial office supplies (visionary office) and the private stationery sector (stationery trends). This makes Paperworld the highlight of the year for the industry, and a source of innovative business ideas for wholesalers and retailers, booksellers, the Internet and mail order sector, and commercial consumers. In addition, the wide-ranging event and congress programme provides inspiration and knowledge transfer for retailers, architects, planners, facility managers, as well as heads of educational and seminar.

In 2020, it welcomed 1,581 exhibitors from 69 countries and 29,266 trade visitors from 141 countries (FKM-verified figures).

More information at [paperworld.messefrankfurt.com](http://paperworld.messefrankfurt.com)

#### **Nextrade – the digital marketplace**

The new digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year. [www.nextrade.market](http://www.nextrade.market)

#### **Conzoom Solutions – the platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers. [www.conzoom.solutions](http://www.conzoom.solutions)

#### **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, following sales of €738 million in 2019. 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](http://www.messefrankfurt.com)

\* preliminary figures 2020

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