Beat: Lifestyle

HEIMTEXTIL 2016 FRANKFURT IS INTERNATIONAL TRADE FAIR HOME & CONTRACT TEXTILES

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USPA NEWS - HEIMEXTIL has an excellent standing as the leading global trade fair for home and contract textiles. Last year, more than 2,700 exhibitors and close to 67,000 visitors attended the event. It is held at the Messe Frankfurt fairgrounds from the second Wednesday in January to the following Saturday...

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Saturday is an important day for sales and is used by many to delimit stationary commerce from e-commerce. In addition, according to surveys visitors, especially those from abroad, prefer travelling to and from Frankfurt during the week. So, Heimtextil will take place Tuesday through Friday for the first time “” from 12 to 15 January.

Held on four fair days in January, HEIMEXTIL is the first major presentation and ordering date of the year and, therefore the biggest and most important platform for manufacturers, retailers and designers. Since 2007, the contract business, which has already established itself at Heimtextil with a substantial number of manufacturers, has been brought together under the name CONTRACT CREATIONS. They are contract textiles for hotel, design and architecture, HEIMTEXTIL presenting new textile and furnishing trends.

HEIMEXTIL THEME PARK showcases new design and future-oriented themes in spectacular fashion. It has a pecial function as a trend barometer and benchmark for high-quality textiles characterised by excellent design and innovative functionality. Every year, the Trendtable of international experts filters out the most important general trends and provides valuable orientation and reliable trend prognoses for product developers, creative teams, furnishing experts and designers.

Different themes are exlored under 'Well-Being 4.0' Trends 2016/2017 :

- PROTECT : good for use : this trend predicts a clean aesthetic, or crisp, understated design. It goes hand in hand with a versatile range of wellness products and detox programmes.

- ENERGISE : digital dreams. bright and virtually fluorescent colours vibrate in comparison with darker electric-blue shades. This high-energy trend livens up the aesthetic with intensive brilliance and gloss, kaleidoscopic patterns and humorous, athletic designs.

- NOURISH : sensory design. The colour palette celebrates the beauty of greens, as well as dark browns and greys, in harmony with elements such as the soil and stone. Natural materials are coupled with pioneering design.

- ENRICH : appealing to all the senses. Ornamental ensembles and shimmering, classy materials are eye-catching. Superb, rich colours like plum and crimson abound with metallic gold, brass and bronze elements. A hint of the Orient is blended with iconic patterns which reinterpret classicism with splendour to perfection.

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