

Press release

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## New concept for Heimtextil 2019: more space and synergies

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**As a world-leading trade fair for home and contract textiles, Heimtextil will present a fundamentally revised concept from 8-11 January 2019 – with more floor space, all kinds of furnishing inspiration and new synergies for buyers.**

Based on discussions with exhibitors and also visitor surveys, Messe Frankfurt has developed a new Heimtextil concept. 'From the perspective of buyers in particular, we are repositioning Heimtextil 2019 and the way we group themes and product segments to better suit target groups. In this way, synergies can be optimally exploited. In addition, the demand for stand space on the exhibitor side has grown sharply in some product segments in recent years', says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.



The opportunity to optimise the concept is not least due to major construction measures currently being implemented at the Messe Frankfurt exhibition site: the new hall 12 will be erected on the western side of the site and will be available to Heimtextil for the first time in 2019. Further structural measures are to follow around halls 5 and 6.

### **Heimtextil Trends, Textile Design & Digital Print Technology**

An area full of inspiration and future technologies is being built in hall 3.0: design studios and CAD/CAM suppliers will be given a new space here. Under the title "Textile Design", they form the world's largest design platform of their kind. Digital printer manufacturers and Heimtextil's newly designed trend area will also find their home here in the future.

Heimtextil thus brings together the progressive themes of textile design, digital printing and trends over one hall level.

### **Wall Decoration**

Wallpaper manufacturers will continue to present their wares in hall 3.1, where they will showcase a unique range of wallpapers and wall coverings under the title "Wall Decoration". Thanks to the clear focus of the product offer, the segment with its numerous international major industry players can be expanded in an even more attractive manner.

### **Decorative & Furniture Fabrics**

In future, the manufacturers of upholstery and decorative fabrics, leather and imitation leather will come together in hall 4 as part of the "Decorative & Furniture Fabrics" segment – clearly separated from retail companies and textiles editeurs who will now be located in hall 8.0. This means that this manufacturer's hall will contain the world's largest range of upholstery and decorative fabrics, as well as upholstery and imitation leather, spread out over three levels. Hall 4.2 will continue to be developed into a meeting point for architects, interior designers and hotel furnishers. Manufacturers with extensive experience in contract furnishing can present themselves here. Another highlight for the target group is the "Interior.Architecture.Hospitality Expo", the exclusive exhibition format especially for the contract industry. With product presentations, lectures and guided tours, the Expo provides valuable impetus.

### **Window & Interior Decoration**

Exhibitors from hall 3.0 with curtains, decorative fabrics and carpets, together with companies from hall 5.1 with sun protection and decorating systems and the group of textiles editeurs from hall 3.1, form a new joint segment. Under the title "Window & Interior Decoration" they will be exhibiting in hall 8.0. The DecoTeam is also moving into new premises here. In addition to international trade, this will mean that interior decorators and interior designers in particular have short distances to travel and can thus spend more time at exhibitors' stands thanks to the presentation of all products relevant to them in one hall.

### **Beautiful Living**

Suppliers of decorative cushions, blankets and plaids as well as table and kitchen linen from halls 8.0, 9.0 and 11.0 will find suitable surroundings in hall 9.0, where they will be presenting their wares together with the new lifestyle-oriented product group "Accessories" under the title "Beautiful Living". The combination of these segments creates opportunities to acquire new buyers interested in this expanded offering. The proximity to hall 8.0 with its "Window & Interior Decoration" product group also offers lucrative opportunities thanks to customer target groups that overlap.

### **Smart Bedding**

From 2019 onwards, the functional sleep spectrum from hall 8.0 will find a new home in hall 11.0 under the title "Smart Bedding". After nutrition and fitness, sleep will be the next big lifestyle theme. This is precisely

where Heimtextil comes into play, presenting the newly conceived product group as a strong theme for the future.

### **Be classy!**

Hall 11.1 will remain a hotspot for the very high-quality target group of boutique buyers and upscale retailers. Here, they will find luxurious and classically appealing collections from the areas of bed, bathroom and table. Thanks to the connection to the new hall 12, an optimal flow of visitors is guaranteed. The proximity to halls 8 and 9 will also have a positive effect on the area due to overlapping purchasing target groups.

### **Bed & Bath Fashion**

Bedding and bathroom textiles from halls 8.0, 9.0 and 11.0 will be presented in the new hall 12 in future. Heimtextil is thus upgrading these product groups and creating new spaces to further expand the already strong segment. The merger will create strong synergy effects to the benefit of visitors and exhibitors. In hall 12.0, the focus will be on brand companies for bed linen and bathroom textiles. Level 12.1 will become a platform for the private label business segment.

### **Asian Excellence and Asian Selection**

In hall 5.1, high-end, home textiles producers from Asia with export experience will be exhibiting under the title "Asian Excellence" and will be selected by an independent panel of experts. Furniture and decorative fabrics are offered here in addition to curtains, sun protection and carpets. Other textile companies from Asia will be presenting themselves either individually or in country pavilions in halls 1.1 and 1.2 under the new name "Asian Selection".

In the home textiles sector, hall 10 will be showcasing Asian manufacturers with products for beds, bathrooms and tables as usual. Selected producers with first-rate collections can be found in hall 10.2, while halls 10.0, 10.1 and 10.3 will feature country pavilions and individual presentations.

The next Heimtextil, international trade fair for home and contract textiles, will be held in Frankfurt am Main from 8 to 11 January 2019.

### **Note for journalists:**

You can explore inspiration, trends, styles and personalities at [www.heimtextil-blog.com](http://www.heimtextil-blog.com) and [www.heimtextil-theme-park.com](http://www.heimtextil-theme-park.com).

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's leading trade fair, congress and event organiser with its own exhibition site. More than 2,500\* employees in 30 locations achieve an annual turnover of around 661\* million euros. Thanks to far-reaching networks with industry and an international sales network, the corporate group is able to efficiently support the business interests of its customers. A comprehensive service offer, both on site and online, guarantees customers across the world the same high quality and flexibility in the planning, organisation and realisation of their event.

The variety of services it offers range from site rental, trade fair construction and marketing services to personal services and gastronomy. The headquarters of the company are located in Frankfurt am Main. Its shareholders are the City of Frankfurt with 60 per cent and the State of Hesse with 40 per cent. \* provisional figures 2017

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