

news +++ Christmasworld - Seasonal Decoration at its best
07 to 11 February 2025

christmasworld

Spotlight on responsibility, connectedness and optimism: Christmasworld Trends 25+

Frankfurt am Main, September 2024. Creative designs, natural materials and colours close to nature: The guiding themes of responsibility, connectedness and optimism define the Christmasworld Trends 25+. Retailers are invited to discover these from 7 to 11 February 2025 in the Christmasworld Trend Area (foyer hall 4.1).

The leading international trade fair for seasonal and festive decorations sets the trends for the coming festive season every year. While world events change unpredictably, festive seasons provide structure to the whole year. Be it Christmas, Easter, Carnival or Halloween, public holidays form social anchor points and create a sense of solidarity. They also encourage us to reflect on the positive things in life. This reflection stands out particularly in challenging times and materialises in the Christmasworld Trends 25+, which focus on people and their inner experience. "The three styles **deep**, **real** and **ease** are united by a guiding principle: be responsible and connected in your dealings with nature and optimistic about the future. This idea particularly provides additional meaning to the festive mood and results in creative impulses, handcrafted techniques and new material creations", says Annetta Palmisano, trend expert, Stilbüro bora.herke.palmisano. On behalf of Messe Frankfurt, these trend scouts are where ideas, potential and, above all, sustainable solutions first emerge and research the key trends that will determine the coming seasons.

deep – the fleeting becomes permanent



Connectedness and a profound feeling describe the essence of deep. Graphic: Messe Frankfurt

The flow of nature, whether water droplets or clouds, becomes permanent. Tried and tested craft techniques and natural materials teach us to perceive the here and now and not to lose ourselves in thoughts of the past or the future - tranquillity is created. **deep** transforms the home into a cosy retreat, shiny decorations defy the grey skies in winter and the festive season shows what is really important. Nature's resources are treated with respect and great goodwill. The designers create perfect craftsmanship and the harmonious unity of material effect and form. The simplicity of the objects is only apparent. Behind the scenes, they call for reflection and create a closeness to a spiritual experience.

The introspection is supported by a colour palette with nuances borrowed from nature. Familiar nocturnal blue, soft eggshell colours or alabaster white with its warm, calm radiance are all part of this character. There are also darker metallic nuances such as matt silver or gold lustre, which reflect the light through textured surfaces and create a festive shimmer.

real – change brings optimisation

Within the **real** style, durable products, practical features and resource-saving materials define the festive season. New visions explore designs, materials and technologies that have a positive benefit for society. Durability is a key starting point for designers, while practical properties and suitability for ecologically sound recycling principles are also becoming increasingly important - everything aims at improvement. Minimalist shapes fit in with the modern lifestyle, which stands for sustainable values and exceptional quality standards. Digital technologies also create expressive tactile surfaces that appear handmade.



real explores new visions in which designs, materials and technologies are created that have a positive benefit for society. Graphic: Messe Frankfurt

The colours of this style evoke associations with longevity and authenticity, which are also reflected in the design. Their opacity is sometimes reduced, making the material colours appear transparent and luminous. In addition, there are colours with decisive signal power. Alongside festive green, the symbol of growth and hope, the nuances of fine woods and a soft, less intense beige create a connection to nature. The message of sustainability and environmental awareness is expressed here and evokes emotional associations such as attention and love for a festive design with impact.

ease – creativity sparks cheerfulness



The best of digital craftsmanship, arts and contemporary design inspire each other within the **ease** style. Graphic: Messe Frankfurt

Unconventional playfulness alternating with lively patterns and imaginative, innovative creations provide festive cheer. **ease** turns the familiar on its head and surprises. Recycled and reusable materials emphasise the message: creativity triggers change and creates new awareness. The familiar bauble on the Christmas tree is transformed into a new, visually vibrant garment. Unconventionally designed patterns and surfaces are joined by collages of a wide variety of materials in which an experimental free spirit unfolds. The textile design also takes great liberties, for example with further developed working methods for embroidery thread. The interpretation of lightness and

playful joy is as omnipresent as the curiosity for development. This results in timeless creations and radiant beacons of hope for a bright future. With fresh sky blue, lemon or plum, the colour world of ease unmistakably conveys bright joy in life, open-mindedness and variety. At the same time, the colours stimulate the imagination in a clear, tasteful way. In a decorated room, they multiply the charisma of the festival of love and joy with their lightness and modern poetry.

For each style, nine colours with eight micro colour themes enable individual focal points that can be changed and reinterpreted throughout the year. The concentrated colour stories thus offer buyers, product designers and collection managers numerous design options for staging showrooms, shop windows and product presentations in a varied and surprising way.

Next trade fair dates

Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. However, they will be moved to the beginning of February to ensure that the trade fair dates are harmonised.

Ambiente/Christmasworld:	07 to 11 February 2025
NEW: Creativeworld:	07 to 10 February 2025

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail industry and bundles industry knowledge and expertise.

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