

news +++ Ambiente/Christmasworld/Creativeworld  
07 to 10/11 February 2025

ambiente

christmasworld

creativeworld

## Frankfurt Consumer Goods Fairs 2025: New brand area and growth of strategic development fields

**Frankfurt am Main, 03 September 2024. For the first time ever, the three leading consumer goods fairs Ambiente, Christmasworld and Creativeworld will open the order season in Frankfurt am Main together on Friday, 7 February 2025. In an international online press conference, Julia Uherek and Philipp Ferger, Vice Presidents Consumer Goods Fairs Messe Frankfurt, announced the current highlights of the most extensive and diverse global marketplace for consumer goods.**

Everything is centered around networking: “The trio of Ambiente, Christmasworld and Creativeworld is further expanding its position as the global hub for modern lifestyles, seasonal decorations and creative products and we are starting the trade fair countdown for February 2025 with great anticipation”, says Philipp Ferger, Vice President Consumer Goods Fairs Messe Frankfurt. “The challenges in the market remain, and it is important right now to seize opportunities, to design exciting product ranges and to show the point of sale at its best. And in our global industry, all of this is only possible with resilient, robust networks”, Ferger continues. Frankfurt is the first and most important point of contact for establishing and expanding these networks and bringing them to life once a year. In this context, the leading consumer goods trade fairs further develop the successful fringe programme in the spirit of personal encounters and create even more opportunities for business success powered by strong networks.



The trade fair trio of Ambiente, Christmasworld and Creativeworld offers exciting product ranges, plenty of inspiration and business-promoting new contacts. Photo: Messe Frankfurt/Petra Welzel.

## **Ambiente 2025: Development of the growth areas of hospitality and contract business**

Ambiente also emphasises international networking in the growth area of hospitality. “We have expanded and internationalised the fringe programme for hoteliers and buyers. We are also offering more guided tours in 2025”, says Julia Uherek, Vice President Consumer Goods Fairs Messe Frankfurt. A definite highlight is the special presentation The Lounge as a link between hospitality, contract business and interior design. “Ambiente is the international hotspot for the global design scene, and we are delighted to have won over a fresh, exciting and unconventional designer for 2025 who integrates AI into his work. Fabian Freytag is our new Ambiente Designer 2025”, says Uherek, announcing next year's designer for the special presentation. With The Lounge - Shades of Space in Galleria 1, the award-winning designer presents inspiring style worlds for the hospitality space of tomorrow and offers visitors maximum inspiration for their business.

At the interface between contract business and hospitality, Ambiente presents the new brand area Interior Looks. For the first time, premium furniture and furnishing brands cover all areas of life and living – from sleeping, dining, living to working. “With the curated new Interior Looks area, we are creating access for high-quality interior brands to new, international buyer groups in the contract business and hospitality sectors, as well as to the specialist trade. Therefore, it is specifically located in the neighbourhood of the Office Design & Solutions product range in Hall 3.1. As the one-stop solution for the hospitality and contract business sector, we will expand this offering with an eye to the future”, Ferger says about the new area. Participating suppliers include Bielefelder Werkstätten, Christine Kroencke Interior Design, Fine Furniture, JAB Anstoetz Group, Raasch, Rodam, Scholtissek and Signet.

As usual, visitors to Ambiente Dining will meet market leaders and industry giants such as Eternum, Grestel, Pozzi Milano, Sola Switzerland, Stölzle Lausitz and Thun. In the hospitality field, Bohemia Cristal, Güral, Lav, Libbey, Nadir, Pasabahce, Rosenthal and Villeroy & Boch will be exhibiting. Crystal Bohemia, Kutahya and Noritake are returning. For Giving, Adel, A.T. Cross Company, Enesco, Factis, Legami, Trodat, Troika and Zipit will be at the start. New on board are, for example, Senz Umbrellas, Thong Yeong/Laban Pen and UK Greetings. In addition to the returnees Alessi, Kare Design, Kosta Boda, Lightmakers Light & Living and Silk-Ka, Broste Copenhagen, Eva Solo and Lambert are also taking part in Living. In the Working segment, König + Neurath, Vario Büroeinrichtung and Hey Sign will be exhibiting alongside Kühnle Waiko Büromöbel and newcomer Evoline Schulte Elektrotechnik.

## **Continuation of the successful fringe programme**

Meta-topics such as sustainability, design & lifestyle, new work, digitalisation and the future of retail define the fringe programme. The five academies catering to the themes of Hospitality, Future of Work, Remanexpo, Conzoom Solutions and the Creative Academy at Creativeworld offer a wealth of expert knowledge on these topics.



Expert knowledge and networking opportunities: five academies from 07-10/11 February 2025 offer exclusive insights into the topics that move the industry – with plenty of opportunities for networking. Photo: Messe Frankfurt/Jens Liebchen.

The programme is structured in themed days: with numerous award ceremonies, the Friday of the trade fair is the Awards Day. Saturday will be the Designer Day, for the first time in 2025 in cooperation with the German Design Council. Exciting presentations on topics such as AI and circularity are planned here. A special programme highlight of the Future of Work Academy will be the Architects' Days on Saturday and Sunday. On Sunday and Monday, the Conzoom Solutions Academy will focus on the topic of retail of the future. The hospitality industry is also in the spotlight of the fringe programme: Monday is Hotelier's Day. On Tuesday, sustainability takes center stage with the Sustainable Office Day at the Future of Work Area and the Sustainable Day at the Conzoom Solutions Academy. In addition, the trade fair trio is a year-round business enabler with the offers of the online exhibitor search, Conzoom Solutions and Nmedia and invites the global industry to gain first-hand knowledge on current topics every two months as part of the Digital Academy.

### **Christmasworld 2025: Focus on festive lighting, large-scale & object decoration**

Christmasworld is once again the unrivalled number one global trade fair for seasonal and festive decorations in 2025. Well-known exhibitors such as Decostar, Edelman, Goodwill, Hoff, Inge's Christmas Decor, Kaemingk, Koopman International and Wurm will take part. The blockbuster presentation Decoration Unlimited starts in 2025 under the motto Precious Moments. Here, Rudi Tuinman and Pascal Koeleman from 2dezing will combine a host of exhibitors' products to create an emotional piece of art in the foyer between the Halls 5.1 and 6.1. Pastel colours, gold and lilac dominate - according to the principle 'Seasonal decoration at its best' - with the focus on seasonal decoration for the whole year.

In cooperation with the three leading German and European industry associations, the trade fair is strengthening the core segment of Visual Merchandising & Lighting with Christmasworld Take Off 2025. On the Friday of the fair, a guided tour and a keynote by Matthew Brown, Rethink top retail expert and founder/owner of Echochamber, mark a highlight offering inspiration and insights. This enables visitors to experience the latest trends in the areas of festive lighting, large-scale and contract decoration and to expand their network. The target groups here are commercial end users and therefore institutions and organisations such as shopping centers and cities, railway stations, decoration agencies, flagship stores, airports, theme and leisure parks, larger hotel and restaurant chains and outlet centers.

### **Highlights Creativeworld 2025**

Creativeworld is further expanding its position as the international B2B industry meeting place for hobby, craft and artists' supplies and intensifying the networking factor. The

participation of strong brands such as Brother International, Colart, Marabu, Rayher, Rico Design and Staedtler underlines the trade fair's undisputed position in the DIY community. On Awards Day, the first day of the fair, a jury of experts will present the renowned industry Oscar with the Creative Impulse Award. 2025 will emphasise global networking opportunities, hence, the jury for the Creative Impulse Award will be more international.

During the international press conference, the leading trade fairs also provided insights into the trends for 2025. All information on this at: [ambiente.messefrankfurt.com/press](https://ambiente.messefrankfurt.com/press) | [christmasworld.messefrankfurt.com/press](https://christmasworld.messefrankfurt.com/press) | [creativeworld.messefrankfurt.com/press](https://creativeworld.messefrankfurt.com/press)

#### **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 equalised.

Ambiente/Christmasworld:	7th to 11th of February 2025
NEW: Creativeworld:	7th to 10th of February 2025

#### **Note for journalists:**

Discover trends, styles and personalities in the [Ambiente Blog](#) and other news, expert knowledge and ideas for the retail sector 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.

**Press releases & images:** [ambiente.messefrankfurt.com/press](https://ambiente.messefrankfurt.com/press) | [christmasworld.messefrankfurt.com/press](https://christmasworld.messefrankfurt.com/press) | [creativeworld.messefrankfurt.com/press](https://creativeworld.messefrankfurt.com/press)

#### **On social media:**

[www.facebook.com/ambientefair](https://www.facebook.com/ambientefair) | [www.instagram.com/ambientefair](https://www.instagram.com/ambientefair) | [www.ambiente-blog.com](https://www.ambiente-blog.com) | [www.linkedin.com/company/ambientefair](https://www.linkedin.com/company/ambientefair)

[www.facebook.com/christmasworld/](https://www.facebook.com/christmasworld/) | [www.instagram.com/christmasworld.frankfurt/](https://www.instagram.com/christmasworld.frankfurt/)  
[www.linkedin.com/company/christmasworldfrankfurt](https://www.linkedin.com/company/christmasworldfrankfurt)

[www.facebook.com/creativeworld.frankfurt](https://www.facebook.com/creativeworld.frankfurt) | [www.instagram.com/creativeworld.frankfurt/](https://www.instagram.com/creativeworld.frankfurt/)  
[www.linkedin.com/company/creativeworldfrankfurt](https://www.linkedin.com/company/creativeworldfrankfurt)

**Hashtags:** #ambiente25 #ambientefair  
#christmasworld25 #christmasbusiness  
#creativeworld25 #creativeindustry



**Your contact:**

Erdmann Kilian

Tel.: +49 69 75 75-5871

[Erdmann.Kilian@messefrankfurt.com](mailto:Erdmann.Kilian@messefrankfurt.com)

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

[www.messefrankfurt.com](http://www.messefrankfurt.com)

**Background information on Messe Frankfurt**

[www.messefrankfurt.com/background-information](http://www.messefrankfurt.com/background-information)

**Sustainability at Messe Frankfurt**

[www.messefrankfurt.com/sustainability-information](http://www.messefrankfurt.com/sustainability-information)

**Background information on Conzoom Circle**

[conzoom-circle.messefrankfurt.com/information](http://conzoom-circle.messefrankfurt.com/information)