

news +++ Supply the World's Imagination
29 January to 1 February 2027

creativeworld

Creativeworld Trends go on tour: stops in South Africa, India, the UAE and China

Frankfurt am Main, 27 April 2026. The Creativeworld Trends 2026 are going global: following their debut at the world's leading trade fair Creativeworld in Frankfurt in early February 2026, the trend worlds curated by Stilbüro bora.herke.palmisano – modern romantics, new rebels and cool classics – will now be showcased on selected industry platforms worldwide, bringing creative impulses to key consumer goods markets. The tour will kick off at Hobby-X in South Africa, followed by Paperworld India.

The roadshow will make its debut at Hobby-X in Johannesburg from 27 April to 3 May. Subsequently, a presentation is set to take place at Paperworld India in Delhi (30 July to 1 August 2026). Further planned stops include Paperworld Middle East in Dubai (13–15 October 2026) and Paperworld China in Shanghai (20–22 November 2026).



The Creativeworld Trends 2026 present curated design concepts that translate materials and techniques into contemporary creative ideas. Photo: Messe Frankfurt

Bringing materials, techniques and products together, Creativeworld Trends 2026 reveal coherent creative concepts. In Frankfurt, the three trend worlds were presented as a curated exhibition, with clear design statements and tangible application examples for the industry. “The Creativeworld Trends bring curated creative inspiration to further international markets and make their mark on strong regional industry platforms worldwide. In combination with events such as Hobby-X, this generates relevant inspiration that offers trade visitors tangible approaches to product ranges and product presentation,” says Julia Uherek, Vice President Consumer Goods Fairs.

The trends were curated by Claudia Herke from Stilbüro bora.herke.palmisano, who, together with her team, analysed international developments in art, design and DIY –

and translated them into inspiring applications. The three style worlds – modern romantics, new rebels and cool classics – bring together different creative approaches in a multifaceted overall picture: from poetic, craft-driven detail to experimental, material-led techniques and clear, graphic reinterpretations of classics.

For the retail trade, the trends offer practical guidance: they show how products and materials can be combined into compelling product stories. This makes them a valuable tool for visual merchandising and impactful in-store presentation.



A source of inspiration for assortment design and visual merchandising: Claudia Herke guides visitors through Creativeworld Trends 2026. Photo: Messe Frankfurt

The international rollout of the Creativeworld Trends highlights the strength of Messe Frankfurt's global network. As part of the Conzoom Circle, the global network for lifestyle goods, the trend presentations are strategically placed at selected international events, reaching new target groups in key growth markets. At the same time, the selected exhibitors benefit from increased international visibility, as their products – featured within the curated trend displays – connect with new audiences and open up additional business opportunities.

Next trade fair dates:

Creativeworld will continue to take place at the same time as Ambiente and Christmasworld at the Frankfurt exhibition centre. The Compass Talks will once again kick off the events on the day before, 28 January 2027.

Creativeworld: 29 January to 1 February 2027

Ambiente/Christmasworld: 29 January to 2 February 2027

Note for journalists:

Discover 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.

Press releases & images:

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Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

Background information on Conzoom Circle

conzoom-circle.messefrankfurt.com/information