

Press

January 2018

Ambiente
International Frankfurt Trade Fair
Frankfurt am Main, 9 to 13 February 2018

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Sylvie Meis, the star guest at Ambiente 2018, says: “To feel properly at home, it’s essential to have the right interior.”

On 12 February Sylvie Meis will be gaining a first-hand impression of the world’s leading consumer goods trade fair in Frankfurt am Main. By visiting the event, she will give a personal face to Ambiente’s 2018 partner country, the Netherlands. Covering three areas – Living, Giving and Dining – the Netherlands will present itself to an audience from over 150 countries.

Sylvie Meis has already made a name for herself in the industry as a lingerie designer, but what are her views on interior design? “I believe that fashion and interior design go hand in hand. My home furnishings match my personal lifestyle. Not only do they reflect my personality, but they also convey a certain attitude to life – my own attitude.” So the fashion-conscious Dutch woman leaves no doubt about the value of furnishings.



Visiting Ambiente 2018: the entrepreneur, presenter, model and designer Sylvie Meis.

Being an entrepreneur, presenter, model and designer, this style ambassador knows about the importance of charisma, on the one hand, and well-being, on the other. “I’m always actively looking for the latest home accessories and special furniture. So why not go right to the source? Everyone knows that trends are born at Ambiente, and I’m sure

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I'll find more than I'm looking for. What can be more important than creating a home for yourself that's cosy and comfortable?"

Sylvie was born in Breda in the Netherlands. She started her career as a presenter when she was 21, straight after her degree. The entrepreneur has just launched her second lingerie collection for her brand Sylvie Flirty Lingerie. Yet she is not just a business woman and photo model. She is also an entertainer and has worked as a presenter of *Supertalent* and the live dance show *Let's Dance*. Moreover, she is actively involved as an ambassador for several charities, including DKMS Life and Pink Ribbon, promoting the cause of cancer sufferers.

Sylvie Meis will be exploring Ambiente on a guided tour on 12 February 2018. To register for this tour and to request interviews for 12 February, please write to presse.ambiente@messefrankfurt.com by 8 February 2018.

<http://sylvie-meis.com/>

Information for journalists:

Discover inspirational ideas, trends, styles and personalities in the [Ambiente Blog](#).

Press information and photographic material

→ <http://ambiente.messefrankfurt.com/journalisten>

On social media:

www.facebook.com/ambientefair | www.twitter.com/ambiente | www.instagram.com/ambientefair | www.ambiente-blog.com

Ambiente – a leading international trade fair

Ambiente is the leading international trade fair and the world's number one in products associated with dining, cooking, household goods, gift items, jewellery, fashion accessories, interior decoration, ideas for the home and furnishing accessories. It is "The Show" for an entire industry. The breadth and width of Ambiente make its unrivalled product range unique throughout the world. Ambiente 2017 featured around 4,460 exhibitors and attracted 141,000 trade visitors from 154 countries, presenting traditional and innovative products for five days. This most important global consumer goods exhibition offers a wide range of events, programmes for newcomers, trend presentations and award ceremonies.

Background information on Messe Frankfurt

Messe Frankfurt is the world's biggest trade fair, convention and event organiser with its own premises. It employs a workforce of 2,500* at around 30 sites and generates annual sales of around tin EUR 661* million. Thanks to far-reaching ties with the relevant sectors and an international sales network, the Group provides effective support for its customers and their business interests. By offering a wide range of services, both on site and online, Messe Frankfurt gives its worldwide customers a consistently high level of support in planning, organising and running their events. This wide range of services includes renting exhibition premises, trade fair construction, marketing, human resources and food services. The Group has its head office in Frankfurt am Main and is owned partly by the City of Frankfurt (60%) and

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partly by the State of Hesse (40%). * Provisional key figures for 2017

Further details:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de