

## Toni Garrn gives her Ambiente début

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**The German top model Toni Garrn has never been to Ambiente before, the world’s largest consumer goods exhibition. Walking around the trade fair, Garrn has been forming her own picture of the latest lifestyle trends and learning about sustainable consumption patterns.**

Toni Garrn, who grew up in Hamburg, now travels around the entire world as an international top model – including New York, London, Berlin and Cape Town. A nice, cosy home is of course essential for her to switch off and relax. This is why the top model is currently redecorating her apartment in Berlin. She found this a perfect time to visit Ambiente, as the leading global trade fair for consumer goods is all about tableware, kitchenware, household goods and leisure as well as interior design, furnishings and gifts. “I enjoy surrounding myself with beautiful, modern, high-quality objects, though they must have been manufactured under fair conditions, using sustainable materials. It’s important for me to feel comfortable at home. So I’m very pleased that I can find exactly the right products at Ambiente and that I can get some great inspiration here,” said Toni Garrn as she was walking around the trade fair.



Toni Garrn visiting Ambiente (from left to right: Toni Garrn, Detlef Braun, Member of the Executive Board of Messe Frankfurt)

Toni Garrn felt particularly inspired by products from Giobagnara, Normann Copenhagen and Serax. She was impressed by the Italian exhibitor Giobagnara with its range of beautiful, luxury leather accessories – all in a high quality and in different colours – and she also admired the purist Scandinavian design of Normann Copenhagen’s Tivoli collection. Looking at Serax’s presentation, she was amazed at its

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exclusive home accessories and furniture from various designers.

But Toni Garrn is equally interested in the compatibility of sustainability and social welfare in the consumer goods industry. Working through her own foundation – the Toni Garrn Foundation – the top model promotes improvements in educational opportunities for girls in Africa. She was particularly impressed by the special show of the MADE 51 project. The UN refugee agency UNHCR is presenting home decorations and fashion items at Ambiente, all of them handcrafted by refugee artisans. The purpose of the project is to create future-proof livelihoods for such people. Looking around the presentation of the Dutch exhibitor Van Verre, Garrn learned about sustainably manufactured products. The brand is showcasing home textiles and accessories at Ambiente, created with traditional materials and techniques.

Ambiente 2020 is taking place from 7 to 11 February.

**Note for journalists:**

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

**Press information and photographic material:**

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

**On social media:**

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

**Hashtag:** #ambiente20

**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 items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. It is “The Show” for the entire industry. The breadth and width of its unrivalled product range make Ambiente unique throughout the world. Ambiente 2019 featured 4,460 exhibitors from 92 countries, attracted 136,081 trade visitors from 167 countries and presented classic and innovative products over a period of five days. Moreover, this most important global consumer goods exhibition offers a wide range of industry events, programmes for newcomers, trend presentations and award ceremonies.

**Conzoom Solutions – The platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

[www.conzoom.solutions](http://www.conzoom.solutions)

Ambiente  
International Frankfurt Trade Fair  
Frankfurt am Main, 7 to 11 February 2020

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retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.  
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**Background information about Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. It employs a workforce of 2,600\* at 30 sites and generates an annual revenue of around EUR 733\* million. We have close ties with our industry sectors, and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global revenues network, which extends throughout the world. Our comprehensive range of services – both on-site and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Further details from: [www.messefrankfurt.de](http://www.messefrankfurt.de)

\* Provisional figures for 2019