

news +++ Ambiente  
07 to 11 February 2025

## ambiente

### Hotspot Ambiente Giving: Hall 4.2 full of unique inspiration for year-round sales drivers

**Frankfurt am Main, December 2024. Beautiful gifts and perfect equipment for school, office and home office - these themes are always in season. The trend-oriented variety of 300 suppliers and thus a packed Hall 4.2 at Ambiente Giving in the Urban Gifts, Stationery & School segment is an absolute must-see for all specialist retailers. In addition, the special presentation Ms. Paper & Friends shows how to cleverly put together product ranges and present them in a sales-promoting way.**



Giving is not only a trend at Christmas time and attention-grabbing presentations encourage spontaneous purchases. Therefore, a visit to Hall 4.2 at Ambiente Giving with Urban Gifts, Stationery & School and the Ms. Paper & Friends area is a must. Photo: Messe Frankfurt/Jean-Luc Valentin

Core and additional product ranges need to be enhanced with new favorite pieces that are popular gifts, emotionalize and are often bought spontaneously. In keeping with this, the Urban Gifts, Stationery & School segment at Ambiente Giving from 7 to 11 February 2025 is an indispensable meeting place for the consumer goods industry to stock up for the next business season. Almost 300 exhibitors from 36 countries will be presenting their products in Hall 4.2 - including over 55 new exhibitors. "Once again, we are offering a unique mix here, which stands out above all with a very high-quality, international range of writing instruments," says Yvonne Engelman, Director Ambiente Living, Giving and Working.

Here, top international brands come together to present their innovative products: Stationery brands such as A.T. Cross Company, Caran d'Ache, Castelli, Kaweco/h&m gutberlet, Monteverde-Conklin, Platinum Pen, Rössler, Ray & Bluestone, Trodat, Waldmann and newcomers Thong Yeong Corporation with Laban Pen and UK Greetings

stand for high-quality writing instruments, stationery and greeting cards. Artebene, Balvi Gifts, Collection Design, Enesco, Kikkerland, Legami, Marna, Printworks Sweden, Troika Germany, 24bottles and newcomer Senz Umbrellas will be presenting trendy gift items. Apli Paper, Ancor and Factis, for example, offer a wide range of solutions for school supplies, which are particularly in demand in stationery retail. For an overview of who is taking part and the products, use the [online exhibitor search](#).

### **Turning consumer trends into opportunities**

This unique diversity opens up numerous opportunities for retailers to constantly rearrange their product ranges throughout the year and to surprise and inspire customers with an attractive mix of functionality, design, emotionality and sustainable offers. This makes Hall 4.2. the perfect place for the spontaneous buyers of tomorrow. According to an [IFH study](#) from September 2024, consumers are increasingly relying on spontaneous purchasing decisions - a change that is particularly noticeable during the Christmas period and in seasonal business. With its range of stylish gift items, stationery, greeting cards, writing utensils, school supplies, bags and souvenirs, Ambiente Giving meets precisely this demand and inspires retailers to specifically promote spontaneous purchases with attractive product ranges. The new [Check Handel trend](#) also confirms that stores remain the most important source of inspiration for Christmas purchases.

### **Brave mix & match: it's all about an attractive, surprising offer**

This is precisely why the curated Ms. Paper & Friends area presents a selection from the Urban Gifts, Stationery & School segment in an original and inspiring presentation. This time as a pop-up store under the motto "Live like it's spring!". "With spring-like lightness, a range is created that promises everyone a discovery, entertains and surprises: with cheerful kitsch, with useful and beautiful things, with little things that bring a breath of fresh air and color into everyday life, original gift ideas or trendy accessories. What counts, depending on the season, is to present your own selection in a convincing way," says curator Angelika Niestrath. Ms. Paper & Friends offers retailers a stimulating inspirational experience, innovative ideas for product range design and presentation as well as a refreshing look outside the box.

### **Next trade fair dates:**

Ambiente will once again take place at the same time as Christmasworld and Creativeworld at the Frankfurt exhibition grounds in 2025.

Ambiente/Christmasworld: 07 to 11 February 2025

New: Creativeworld: 07 to 10 February 2025

### **Note for journalists:**

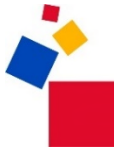
Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge and ideas for retail on [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt links the most important international platforms for the global consumer goods and retail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

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

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