

news +++ Ambiente
29 January to 2 February 2027

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Ambiente Trends 27+: *Coexistence* celebrates the energising power of coming together

Frankfurt am Main, 2 September 2026. How can different styles coexist on equal terms and enrich one another? Under the guiding theme *Coexistence*, the Ambiente Trends 27+ celebrate the joy of coexistence rather than an either-or approach. The three Ambiente Trends 2027 are *clear + lovely*, *structural + emotive* and *noble + fancy*. The three style worlds translate key trends from design, art, fashion and lifestyle into tangible inspiration for the trade and will be staged at Ambiente 2027 in Frankfurt am Main from 29 January to 2 February, featuring selected products from exhibitors.

Elegant and eclectic, methodical and emotive, pared-back and graceful: each of the Ambiente Trends 27+ express *Coexistence* in their own distinctive way. Contrasts are actively sought out and differences deliberately celebrated. *clear + lovely* unfolds its own distinctive poetry through calm and clarity. *structural + emotive* creates aesthetically balanced interiors with a sense of calm concentration. *noble + fancy* is both classic and stylish, like a contemporary cabinet of curiosities. Together, the three style worlds stand for openness and appreciation of diverse designs that energise one another and enrich everyday life. Materials are experienced holistically through their appearance, texture, scent and quality of craftsmanship. The Ambiente Trends 2027 therefore represent three distinct styles united by one overarching theme: *Coexistence*.

clear + lovely – clear, gentle, poetic

clear + lovely

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The style world *clear + lovely* conveys a contemporary lifestyle that deliberately embraces nostalgic elements.
Graphic: Messe Frankfurt Exhibition GmbH

The colour palette ranges from soft nuances such as Cosy White and Roasted Apricot to expressive accents such as Clear Sky and Glossy Red. Nature-inspired shades including Mellow Green and Delicate Caramel establish a direct connection to the materials themselves. Matt and glossy surfaces heighten the interplay between tranquillity and presence. Woven willow, raffia or jute, ceramics, untreated wood and, above all, glass introduce light and shadow, density and transparency into interiors.

clear + lovely combines clear forms, light-coloured natural materials and poetic details with soft colours and carefully placed bold accents.

structural
+ *emotive*

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Black and white, cool and warm, methodical and emotive: *structural + emotive* creates a harmonious interplay between precise structures and sensuous expression.. Monochrome colours, clear forms and graphic patterns create focused atmospheres. Architectural arrangements and geometric details place functionality centre stage while deliberately

appealing to the senses. Minimalist design is therefore neither austere nor detached but becomes a tangible part of everyday life.

The restrained palette draws attention to form, material and structure. Nocturnal Black and Bright White meet Cooling Graphite, Balmy Smoke and Warm Brown. Sensuous shades such as Fragrant Wood, Velvety Stone and Shimmering Silver complete the spectrum. Contrasts and neutral nuances bring visual movement to surfaces and objects.

Fragrant woods, tactile papers and textured glass exemplify a material-led approach. Natural characteristics, deliberate irregularities and even the scent of a material become part of the design. Fragrance is becoming an increasingly important design element: scented candles, diffusers and fragrances developed specifically for interiors give spaces a distinctive signature. At the same time, *structural + emotive* combines practical usability with sculptural impact – even incorporating empty space as an active design element.

structural + emotive combines monochrome colours, geometric structures and sensuous materials to create balanced, focused living environments.

noble + fancy – refined, eclectic, extraordinary

noble
+ *fancy*

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noble + fancy celebrates a passion for the extraordinary. Historical heritage and cultural traditions provide inspiration for contemporary living. Graphic: Messe Frankfurt Exhibition GmbH

Graphic and botanical, eclectic and refined, ceremonial and decorative: *noble + fancy* celebrates a passion for the extraordinary. Historical heritage, cultural traditions and forms rooted in memory provide inspiration for contemporary living. Botanical colour worlds, exquisitely crafted materials and carefully selected statement pieces create surroundings that are both refined and excitingly modern.

Rich wood tones such as Deep Walnut and Smooth Elder form the foundation of the palette. Strong colours including Striking Green and Rich Oxblood convey classic elegance, while White Peony, Lush Ginster, Faded Lilac, Dusty Rose and Dry Moss introduce floral grace. Art objects, collectables, craftsmanship and furniture with couture

references reimagine the cabinet of curiosities for today. Influences from different eras come together to create a contemporary living environment, with art, craft and material working hand in hand.

Fine woods and sophisticated textiles meet experimentally processed materials. The art of glassmaking displays its full spectrum – from ornamental surfaces to individual sculptural pieces. Even fragrance becomes a design material, whether in scented candles presented in fine ceramic vessels or extravagant diffusers. Archives, natural-history collections, couture and sacred references inspire designs that are rich in symbolism yet timeless.

noble + fancy combines historical and cultural references with fine woods, botanical colours, sophisticated textiles, art glass and extraordinary statement pieces.

Guidance and sourcing inspiration for the trade

Ambiente's trend area is regarded as an international guide to emerging styles in the consumer goods sector. It provides trade visitors from retail, design, hospitality and contract furnishing with practical guidance for product assortment and presentation as well as ordering decisions. Personal conversations between the Stilbüro bora.herke.palmisano style agency and creatives from the worlds of art, craft and design, together with travel and visits to studios, production facilities and exhibitions, form the basis of its trend analysis. The Ambiente Trends 27+ are the result of this comprehensive analysis, identifying relevant developments in complex times and providing fresh inspiration for shaping the environments in which we live.

Next trade fair dates

Ambiente, Christmasworld and Creativeworld will take place at the Frankfurt exhibition grounds at the end of January 2027. Once again, the Compass Talks will kick things off on the preceding day, 28 January 2027.

Ambiente/Christmasworld: 29 January to 2 February 2027

Creativeworld: 29 January to 1 February 2027

Note for journalists:

For daily news updates, expert insights and retail inspiration, please visit [Conzoom Solutions](#). With the [Conzoom Circle](#) network, Messe Frankfurt connects the most important international platforms for the global consumer goods and retail sector, bundling industry knowledge and expertise online.

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