

ambiente

From Bretz and Loewe to Thonet: a curated world of design in Hall 3.1

Frankfurt am Main, October 2026. High-quality furniture, lighting, textiles and comprehensive interior design concepts: in Hall 3.1, Ambiente offers a coherent, carefully curated range for retail, Hospitality Interiors and Contract Business. With new exhibitors such as Bretz and Thonet in Interior Looks, alongside Loewe in the wider Interior Design product segment, the international line-up of brands gains further distinction.



High-quality interior design for retail and international project business: Hall 3.1 brings renowned design brands together with inspiration and targeted networking. Photos: Thonet (left) and Bretz (right)

The **curated Interior Looks brand area** puts quality and a compelling mix of brands centre stage. New exhibitors include [Bretz](#), with its distinctive upholstered furniture, and [Thonet](#), one of Germany's longest-established furniture brands, known for its iconic bentwood and tubular steel furniture. Together with well known household names such as Artanova, BW Bielefelder Werkstätten, Christine Kröncke Interior Design, Conde House, Ethnicraft, Holtkötter Licht, Rodam, Scholtissek, Signet, TF Fine Furniture and Wagner, they create a high-quality offer for design-led retailers and the international contract market.

The surrounding **Interior Design product segment** offers a broad selection of furniture, lighting, outdoor furniture, wallpaper, home textiles, design accessories and premium home entertainment. Well-known exhibitors include Arte, Blomus, Guaxs, Henry Dean, Jan Kurtz, Orrefors Kosta Boda, Rohleder, Serax, Stern and Studio Höllental. [Loewe](#) is exhibiting for the first time: the long-established German brand combines premium home

entertainment with sophisticated design, showing how high-end consumer electronics can be integrated into contemporary living and interior concepts.

Exhibitors in Hall 3.1 share a strong commitment to design, craftsmanship and bespoke interior solutions, including made-to-measure pieces. Under the Ambiente Projects umbrella, these brands are complemented by targeted matchmaking opportunities, helping interior designers, interior architects, contract furnishers, hospitality decision-makers and specialist retailers establish new business contacts.

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:

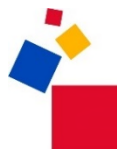
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