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Management Report

It's individuality that counts –

A study of furnishing and decorating in Germany



messe frankfurt

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Venues:	Frankfurt, Munich, Berlin

Foreword

Every generation lives differently. And this is shown, for example, by the world of home furnishings. Where imposing plates with gold edging used to dominate the glass cabinets of former generations, the emphasis today is increasingly on functional aspects. In many dwellings, the "best dishes" are no longer on display. Independently of the dinner service preferred furnishings and decorations continue to be an expression of the occupant's personality – "show me how you live and I'll tell you who you are."

But what do furnishings actually have to say about a generation. We wanted to know exactly and, during the run-up to this year's Tendence, took a closer look at the group of 20 to 30 year-olds. In a qualitative study, we asked this important target group about their values and attitudes with regard to furnishing and decorating, and what their dream home could look like – and came up with some surprising results:

Individuality is the key factor for the 20 to 30 year-olds

The home is primarily a refuge and an oasis of well-being for 20 to 30 year-olds whereby furnishing is also part of the search for their own identity. In other words, furnishings are an expression of their desire for self-

"Furnishings and decorating not only introduce variety into everyday life. For 20 to 30 year-olds, they mean much more. Furnishing and decorating the home is an expression of individuality and a reflection of their personality."



fulfilment and individuality, and a way of distinguishing themselves from others. Thus, although they take account of current furnishing trends, they do not simply transfer them into their homes but rather give them a personal touch. Generally speaking, 20 to 30 year-olds choose furnishings according to functional aspects. Quality only takes second place.

The product brand plays a more important role in the case of larger products and when these young people have to choose between a number of alternatives.

If you compare these results with those for 50 to 60 year-olds, you will notice some interesting differences, e.g., in the significance attached to quality or their behaviour when buying products and gathering information about them. When it comes to brands, they rely on familiar names and look to manufacturers with whom they have already had good experiences. We have put together all relevant results for you in the following report.

After analysing the results, we want to risk a brief look into the future. Moreover, we show strategies and ways in which the retail trade can take advantage of the information generated by the study. That's something to look forward to and we hope you enjoy reading this report.

A stylized, handwritten signature in black ink, consisting of a large 'S' and 'K' followed by a horizontal line and a small flourish.

Stephan Kurzwski

Senior Vice President, Messe Frankfurt Exhibition GmbH

Executive Summary

The desire for individuality

20 to 30 year-olds attach great significance to furnishing their homes individually and it is particularly important to introduce a personal touch. Products should not give the impression of being mass produced, and are used or combined in such a way that they are in accordance with the desire for individuality.

Furnishing as an expression of personality

In view of their limited funds, 20 to 30 year-olds buy mass-produced articles. However, they use them to create their own style. They regard furnishing their home as an expression of their personality. Therefore, it is important that there should be numerous elements in the interior, which have personal links.

The home as a refuge

For the majority of the interviewees, the home is primarily a familiar place where they can retreat to. It is a shelter against the challenges faced in everyday life. The home is also regarded as an “oasis of relaxation” or a place “where I can be as I am.”

Priority for functionality

When it comes to home accessories and household articles, the emphasis is on utility whereby the interviewees tend to have a pragmatic approach: those things they use a lot should last longer. Hence, they must be of higher quality. In the case of bigger purchases, greater importance is attached to the reputation of the brand.

The retail trade remains the no. 1

As in the past, home accessories and decorative articles are sold mainly via the retail trade. Visual impressions and the sense of touch to be obtained at the retailer's are too important, which represents a great opportunity for retailers and a major advantage over the internet.

Description of the group of 20 to 30 year-olds

They are undergoing training and pursuing a course of study; they have received their first salary payment; some have gathered initial experience at work – these circumstances outline the situation of 20 to 30 year-olds. However, it is also the time in which they furnish their first apartment and purchase the necessary accessories and furnishings.

According to the German Statistical Office, the group of 20 to 30 year-olds comprises around eleven million people¹, or around 13 percent of the population of Germany. The average net monthly household income of this group amounts to € 1,918, of which € 70 a month is spent on interior furnishings, household appliances and products. For this reason, 20 to 30 year-olds are of particular interest to consumer-goods manufacturers – and, therefore, Messe Frankfurt, which holds the world's leading trade fairs and trend platforms for this sector, Tendence and Ambiente.

Over recent months, 20 to 30 year-olds have been subject to greater scrutiny by the media under the heading 'Generation Maybe'. Articles in daily newspapers and television programmes, e.g., in 'Die Welt' newspaper and on the 'Arte' television station, have tackled the question whether young people have too many choices nowadays and, therefore, have problems making decisions – or whether this is a completely wrong impression. This debate has been conducted on a highly emotional plane. As experts for the consumer-goods market, Messe Frankfurt is taking a scientific approach to this question.

Interviewee selection

20 to 30 year-olds constitute an extremely heterogeneous target group. Besides students with extremely limited financial resources, they include young people with jobs and a regular income. This variety is reflected by the 24 randomly chosen people interviewed within the framework of this survey, and all have an affinity to furnishing and decorating. The institute commissioned by Messe Frankfurt sat at a table with representatives of this group and asked them about their opinions, views and attitudes with respect to furnishing and decorating.



¹Source: Statistisches Bundesamt, July 2012 (Base year: 2010).

Results of the study

The results of the interviews are presented in various thematic blocks in the following chapters. Original quotes by the interviewees provide for greater clarity and underscore the statements made at the appropriate places.

"I have a kind of island in my living room. There is a couch and a couple of palms. Then I make a cocktail, lie down and think I'm on holiday."



"My home is my source of energy. There, I can wind down and recharge my batteries."



The significance of one's own home

The home is primarily described as a refuge or haven of peace. It is considered important to be able to retreat, to relax, to leave aside the demands made from outside for a while and to recuperate. In an age characterised by an ever faster pace of life, the home is particularly important for many as a *"haven for the soul."* It provides protection against demands made on oneself by the world in general. Moreover, the home is a protected place where the occupant can be himself or herself with a clear conscience.

Self-fulfilment at home

Additionally, furnishing is closely linked to the idea of self-worth. Self-determination and fulfilment are also important terms. In other words, 20 to 30 year-olds define themselves and their personalities via their home furnishings. In this way, they endeavour to distinguish themselves and find their own direction.

Describing their own furnishing style

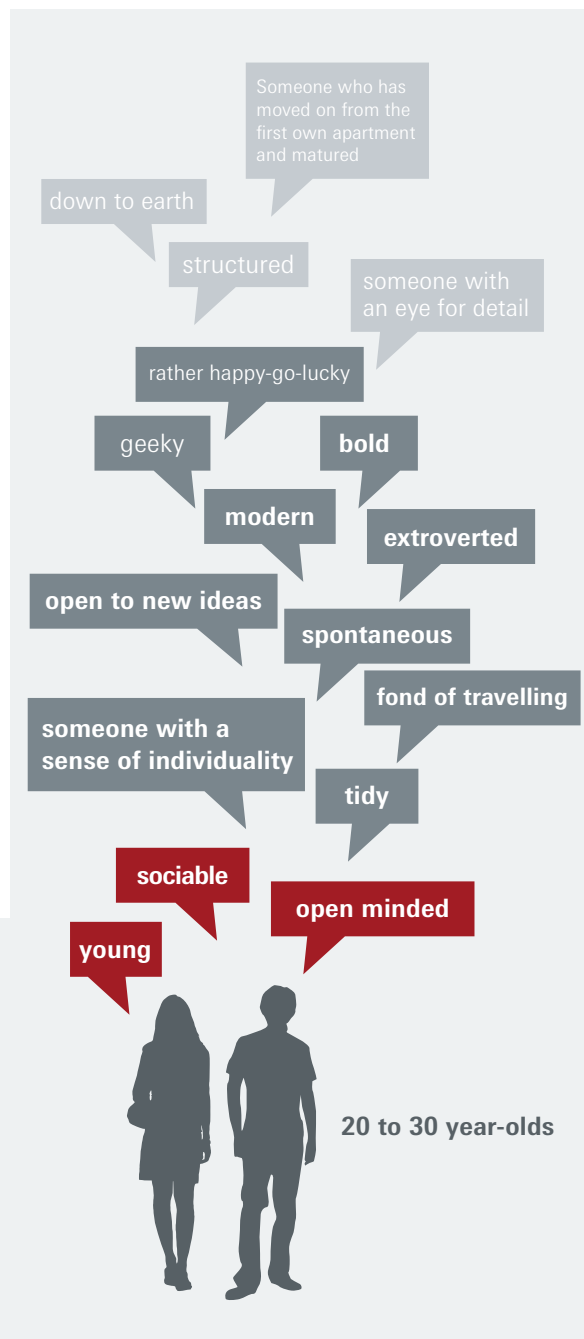
The 20 to 30 year-olds were asked how they would describe their own furnishing style. The most frequently used terms were: *"Individual" ("free style")*, *"modern"*, *"cosy"* and *"colourfully warm"*, as well as *"a combination of modern and old"* and *"soft and round."* In a nutshell: there is no 'typical' style. However, the overriding pursuit of individuality is something all interviewees in the group of 20 to 30 year-olds have in common.

In response to the question, what is definitely not their style, the interviewees used terms such as *"kitschy"*, *"old-fashioned"*, *"higgledy-piggledy"*, *"decorated with knickknacks and dust traps"* and *"nouveau-riche"*.

However, what would a stranger think about the occupant of the apartment when he or she saw the interior for the first time? According to the interviewees, the strangers would use attributes such as *"young"*, *"modern"*, *"open to new ideas"*, *"spontaneous"*, *"extroverted"*, *"fond of travelling"* or *"someone with a sense of individuality"* to describe them.

Personality reflected by the furnishing style *

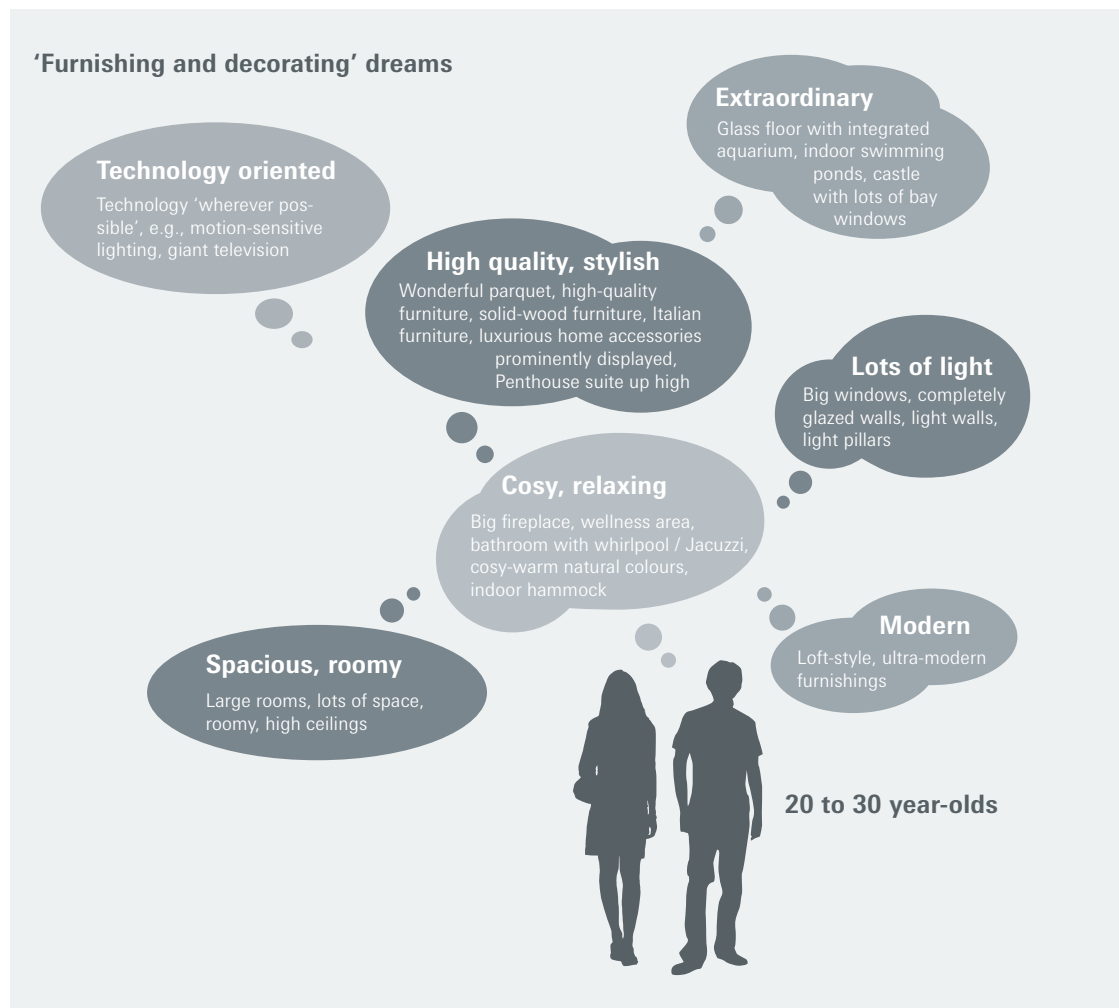
* Question: Someone you have never seen before visits you at home. What would the furnishings and decoration of your apartment tell him or her about you?



Whirlpool and indoor hammock

The current apartment is one thing. But what furnishings do 20 to 30 year-olds dream about? If they are thinking along cosy lines, the focus is likely to be on a fireplace, a wellness area, a bathroom with whirlpool or an indoor hammock. Other dreams include panorama windows or complete glass walls, a loft-style apartment or extraordinary elements such as a glass floor with integrated aquarium.

Moreover, there should be enough room and furnishings of superior quality, e.g., expensive wooden furniture or an attractive parquet floor. When it comes to specific wishes, the young people are not actually focused on material objects as such, e.g., a *"bathroom with whirlpool."* Instead, they tend to see them as an expression of underlying needs and wishes – to improve the home as a cosy place to relax and to furnish or decorate the apartment individually.



Significance and use of home accessories and decorative articles

Home accessories and decorative articles are popular because they permit small changes to be made within the framework of the personal furnishing style with no great effort. 20 to 30 year-olds use them to take up trends and to adapt the home furnishings or decoration to the season or mood. To this end, they use a variety of materials and a broad spectrum of products – from wall tattoos, via cushions, to hook racks.

Also very popular are luminaires, light strips and candles. In the opinion of the interviewees, light effects are ideal for creating a high degree of cosiness and an *“atmosphere of well-being.”*

For 20 to 30 year-olds, home accessories and decorative articles create a sense of identity. Thus, personal photos, collages and travel souvenirs round off the overall impression created by the apartment and contribute to a homely character. In many cases, they not only have a visual purpose but also a functional task.

“The most important thing about decorations is that they enable me to modify the home. Then, you are not always living among the same old things ... the apartment doesn’t always look the same and you can add an individual touch.”



Information and buying behaviour

20 to 30 year-olds obtain ideas and inspiration from looking around furniture stores or in shop windows. They also like to use the internet to find out about new products for the home or zap through different television programmes on furnishing and interior design.

Retail trade preferred

Decorative articles and home accessories are often purchased spontaneously. Small articles which are not expected to be of high quality

or especially durable are popular spontaneous purchases while window shopping or looking around a furniture store. Important in all cases is the visual and tactile impression, and this is why 20 to 30 year-olds also prefer to buy such things from the retail trade.

Spectrum of sources of information and inspiration

Retail trade *"window shopping"*

Furniture stores

Friends / acquaintances

Interior design magazines

Internet

TV programmes

Department stores

Flea markets / jumble sales / Christmas markets

Magazines

Catalogues

Brochures / advertising inserts

Preferred points of purchase

Retail trade

Furniture stores

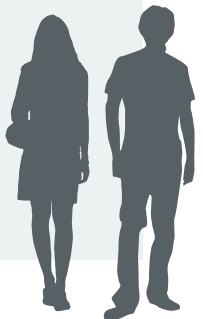
Department stores

Internet

Flea markets / jumble sales /

Christmas markets

20 to 30 year-olds



Core results: individuality, functionality and quality

The first part of this presentation of the study's results showed how 20 to 30 year-olds see themselves and how they describe their furnishing style. In the following sections, we will introduce and explain the three main terms that illustrate the significance of furnishing and decorating for this group of interviewees – individuality, functionality, quality.

Individuality

In many cases, 20 to 30 year-olds furnish their own homes with the aim of setting themselves apart. In other words, they want to give expression to their individuality. What counts is their own style – the more personal the better whereby current trends are only superficially less important. 20 to 30 year-olds do not reject trends per se. However, even if they like a furnishing or decoration trend, they will not take it up unreservedly. Instead, they adapt and modify trends to suit their personal tastes. Thus, an individual product can also emerge from a mainstream trend.

Mainstream, no thanks

It is only logical that these young people have reservations with regard to mass-produced articles. The overwhelming majority believe that if everyone buys the same products, that leaves no room for individuality.

General styles and trends take second place to the consumer's personal style. Things that are individual and incorporate elements of one's own style are good. And what this individual style looks like varies from person to person.

*"I furnish it for myself.
I don't care what others think."*

Important furnishing aspects

Individuality

Own style

*"Everything must be as I want"
"I furnish it for myself. I don't care what others think."
"It must suit me as a person."*

No mainstream products

Home accessories with a personal significance

"Lots of things are linked to memories"

Self-made furniture ...

*"... has exactly the function it should have."
"... is individual and tailored to my requirements."*

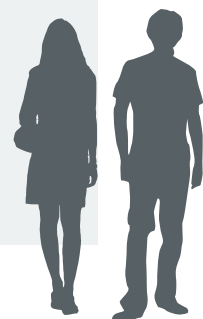
Harmony, unity

New furniture, home accessories, etc., that match the rest of the apartment
Coordinated colours; harmonious colour scheme

Functionality, practical benefits

Home accessories for visual pleasure and using
Not so many "knickknacks"

20 to 30 year-olds



Functionality

For 20 to 30 year-olds, functionality is particularly important when it comes to home accessories that are used regularly. For example, dishes must primarily be functional. At the same time, things that are used a lot should be durable. They do not understand the idea of having “best” plates with gold edging, which are only used as decorations in the showcase. Young people also find it odd when dishes are only used on special occasions:

Turning to the attitude of the target group to design, it is apparent that, although they pay attention to good design and consider design to be important, they do not understand why anyone should buy a well-designed product solely for the sake of displaying it.

“What I don’t understand about the older generation is the typical dinner service with gold edging that they only use on special occasions.”



Quality

The quality of a product is an important criterion for 20 to 30 year-olds. In this respect, the emphasis is on the durability of articles that are used frequently and, therefore, should last a long time. They also attach importance to quality when buying large pieces of furniture. If they do not have enough money at the time, they prefer to save up rather than go for less expensive alternatives.

This target group displays real quality and brand awareness when buying technical products and classic household articles. Additionally, the brand plays an increasingly important role when they have to decide between several alternatives. The advantage of branded products is described as follows: *"attractive design that follows a 'certain line'", "the possibility of making follow-up purchases", "products match", "high quality and, therefore, greater durability", "acceptable value for money."*

"The most important thing is that it should look good and not be seen everywhere."

High-grade appearance important

Nevertheless, quality is not of primary significance for all furnishing articles. An important reason for this is the limited budget of many 20 to 30 year-olds. Students or trainees cannot always satisfy their every wish. Hence, 20 to 30 year-olds also have no hesitation in buying cheaper home accessories and decorative products. They do not have to be top quality to attract buyers – a high quality appearance is much more important.

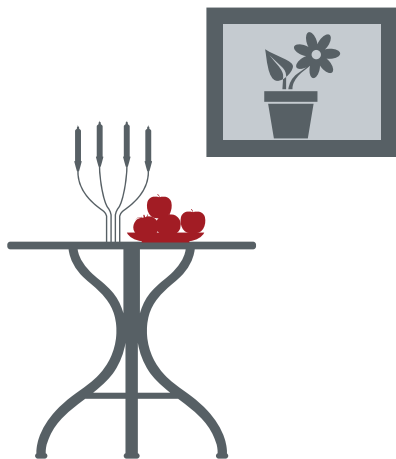


Differences to 50 to 60 year-olds

Considerable differences emerge when the ideas and opinions of 20 to 30 year-olds are compared with those of 50 to 60 year-olds. In a nutshell, it can be said that 50 to 60 year-olds have already found their individual home style and there is not much difference between the current situation and their dream for the future. In other words, they already live how they want to.

"The most important thing in life besides the family."

"For me, things should not only match in terms of style. Mementos also have their place. What is important for me is that things have a significance."



The home as an identity anchor

Furnishing the home is an identity anchor and is considered to be very important. It makes the dwelling comfortable and gives a feeling of security:

Furnishings are an expression of the individual's personality. Thus, in the target group's opinion, the impact of their interior design is primarily tasteful, tidy, affluent or extravagant. In contrast to the 20 to 30 year-olds, 50 to 60 year-olds have found their personal style, which they stick to. Greater differentiation from others is no longer necessary.

Personal mementos

When it comes to decorative articles and accessories, the interviewees act in accordance with the principle that 'less is more'. Although individuality is also important, in contrast to the 20 to 30 year-olds, the older generation is not prepared to pursue individuality at any price. For this age group, personal items, such as holiday souvenirs, are important. Therefore, visitors to their homes will also find accessories that fall in the memento category.

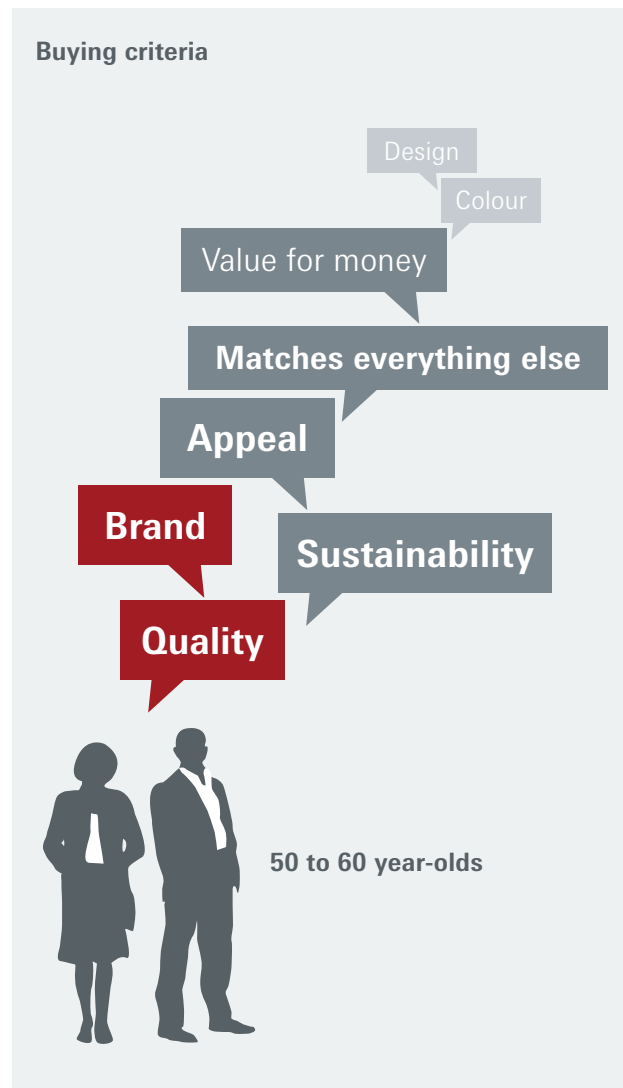
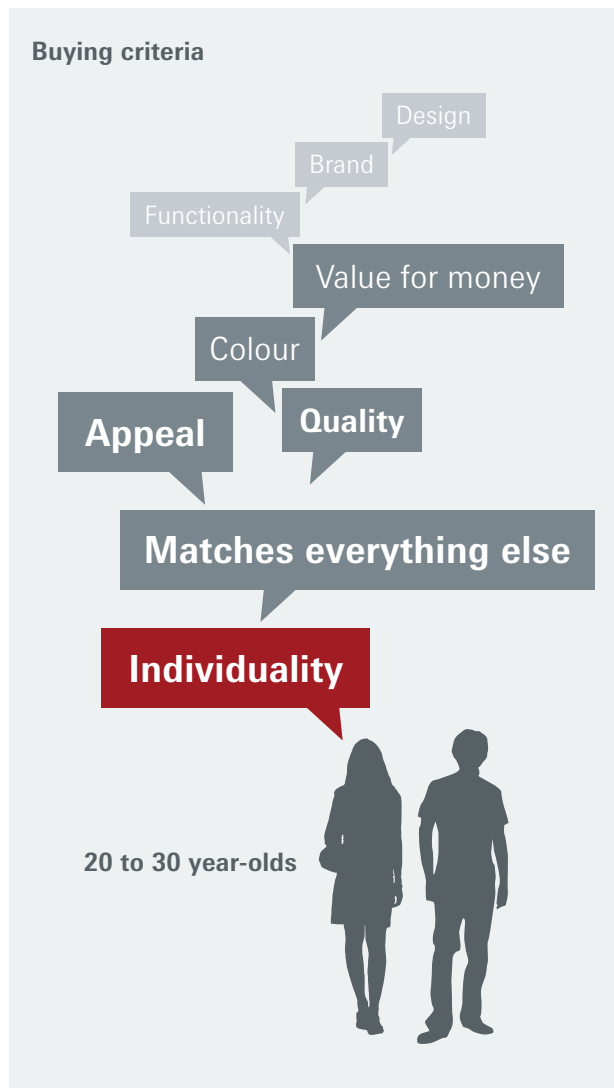
Top quality is important

When they buy things for their home, 50 to 60 year-olds look mainly for 'genuine' quality. The price is not so important because, *"buying cheaply means buying more often."*

In this connection, familiar brands are an orientation aid. 50 to 60 year-olds prefer to buy products from manufacturers with whom they have been satisfied in the past. Moreover, they attach more importance to sustainability than 20 to 30 year-olds. Aspects such as waste avoidance and human production conditions also influence the purchasing decision.

Inspiring shop windows

In common with 20 to 30 year-olds, 50 to 60 year-olds find new ideas for furnishing and decorating their home by window shopping. Also mentioned as sources of inspiration were visiting furniture stores and interior-design magazines, which many 50 to 60 year-olds subscribe to.



Values and objectives

Another aim of the study was to ascertain the values and needs underlying the demand for furnishings and decorative articles. For, if these factors are known, it will be possible to reach the target groups with a customised message and to add an emotional charge to the products offered. During the study, therefore, the 20 to 30 year-olds and 50 to 60 year-olds were asked what constitutes good interior design for them.

The same characteristics – different needs

It is interesting to note that both groups consider 'homogeneity and coordination' to be important for their style of furnishing. However, this expectation is founded on different needs, as shown by the two graphics on the previous page. On the basis of the criteria used to describe a good furnishing style, we can use the various levels of abstraction to identify the superordinate needs and objectives. A systematic analysis of the benefits via the question, 'Why is that important?', reveals the connection between the preferences for furnishing and the values and objectives of the target group. Graphically, this can be shown as a kind of ladder. With each question, we climb to the next step until reaching the 'final value' (need).

For the 20 to 30 year-olds, the ladder climbs from 'uniform / coordinated' to 'create a strong feeling of self-esteem'. Initially, this linkage is difficult to comprehend. Therefore, it is worth taking account of the links – the 'ladder rungs.' Thus, a uniform, coordinated furnishing style makes an orderly impression and radiates a powerful feeling of tranquillity. Accordingly,

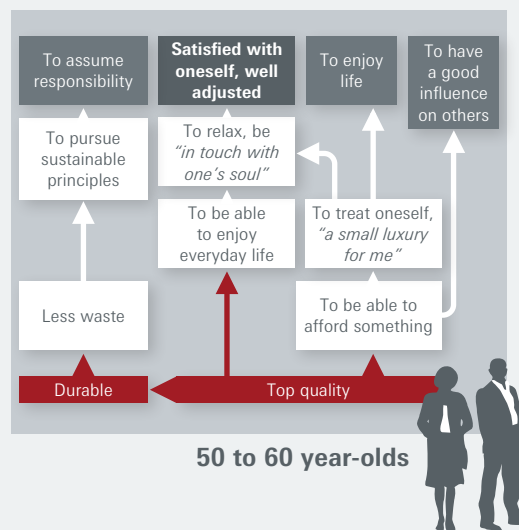
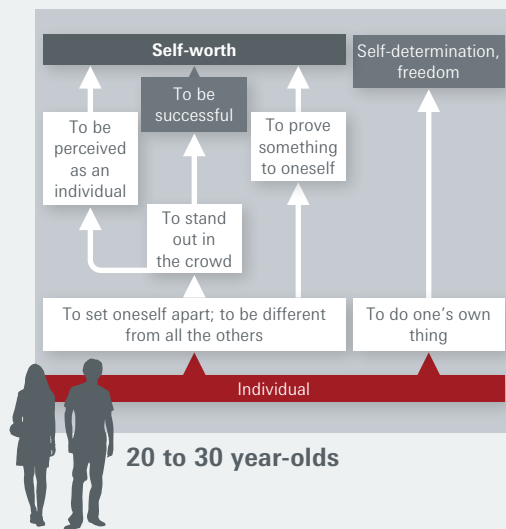
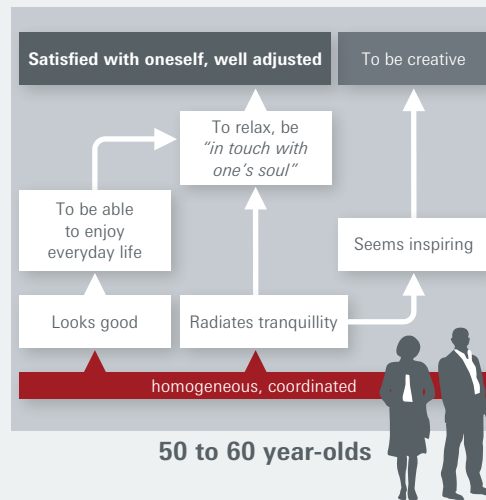
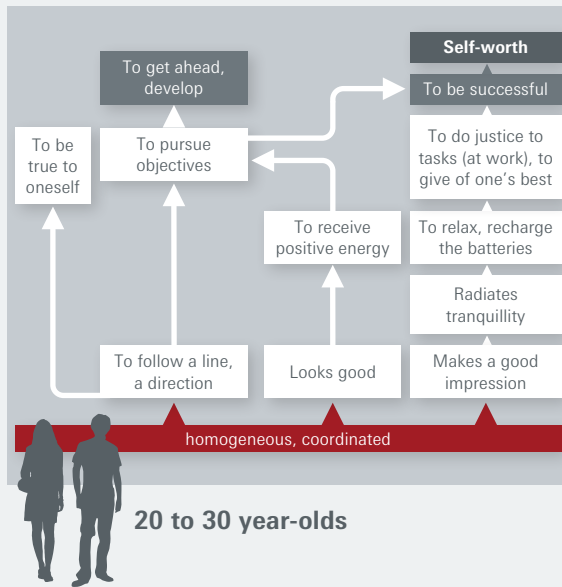
this makes it easier to relax and recharge the batteries for the energy needed in everyday life, e.g., to be able to rise to challenges at work. This kind of behaviour is motivated by the desire to be successful. And, in turn, reinforces the individual's feeling of self-worth and thus satisfies a basic need of the 20 to 30 year-olds (cf. p. 15, top left).

In comparison to this, the older target group sees a 'uniform / coordinated' furnishing style and the resulting suitability for complete relaxation as a good way to take account of the main demand for 'inner harmony' (cf. p. 15, top right).

A feeling of self-worth and inner peace

The main demands of 20 to 30 year-olds (individual) and 50 to 60 year-olds ('top quality') were also analysed in this way. In the case of the younger target group, it became clear that this requirement contributed to a feeling of self-worth (cf. p. 15, bottom left) while, in the case of 50 to 60 year-olds, the demand for 'top quality' once again reflects their need for 'inner peace and balance' (cf. p. 15, bottom right).

Values and objectives behind the characteristics



Implications for the retail trade

The bricks-and-mortar trade is likely to be particularly pleased about one of the results of the study – it is the leading point of purchase for both 20 to 30 year-olds and 50 to 60 year-olds. This is also confirmed by the results of a Management Report entitled "So schenkt Deutschland" (Gift Giving in Germany) published by Messe Frankfurt in the autumn of 2011.

A clear vote of confidence in the trade

This clear vote of consumer confidence in the trade is also indicative of an even greater potential that the retail trade must exploit to the full. The majority of the interviewees can be inspired and motivated to make purchases, for example, through attractive window dressing or appealing displays.

"A product presentation that stands out – not a junk shop."

"A presentation that awakens emotions."



Digression: window dressing

Shop windows are an important aspect of any retail outlet and window dressing is the key to whether shoppers simply pass by or enter the shop. Therefore, creative and original decorations are essential. Experts recommend that product presentations in shop windows should tell a small story and thus awaken positive emotions in the consumer. At the beginning of the Christmas season in particular, when many people take the time to do some window shopping, individual window dressing can make a decisive contribution to success. With windows decorated in a surprising way, shops have an excellent chance of remaining in people's minds at this time of year.

Individuality on the supplier side, too

Given that younger people are keen to be perceived as individuals and want to discover their personal style, the retail trade has the chance to more fully integrate consumers into its plans and to take even better account of their individual wishes.

Younger consumers in particular are very willing to get involved and, for example, to voice their opinion about products via social networks. Hence, they can have a direct influence on

product developments. Making use of this feedback could open up great opportunities for manufacturers, the retail trade and consumers whereby an important role is also played by consumer characteristics, requirements and wishes. If these attitudes are known, it is possible to prepare customised concepts for the different target groups, which will reach the various groups of consumers in their individual situations. Thus, offers can be created that arouse interest on an emotional plane.

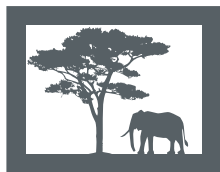


Conclusion and outlook

In this report, we have examined attitudes to furnishing and decorating. When furnishing their homes, 20 to 30 year-old consumers attach particular importance to individuality and functionality. Other important but subordinate values include self-determination and an increase in the feeling of self-worth. Generally, high quality plays a role only in the case of bigger purchases and household articles that are used frequently.



"A cosy home for unwinding and relaxing will become increasingly important because the expectations you face in the outside world are growing all the time."



50 to 60 year-olds expect higher quality

High-quality furnishing and decoration products are much more likely to be chosen by 50 to 60 year-olds. They also consider sustainability to be very important. These priorities reflect the need for inner satisfaction and equilibrium, and the desire to assume responsibility.

The home as a mental haven

The home is primarily a retreat and a haven of peace for both target groups – a protected space where they can be as they are and recuperate from the stress of everyday life. In this mental haven, they recharge their batteries to deal with future tasks. This need is particularly pronounced among the 20 to 30 year-olds. For them, the multiplicity of options and the pressure from outside frequently represent a major strain. Hence, they yearn for a place where they can wind down away from the stress of everyday life.

Opportunities for the trade

The retail trade continues to be the preferred point of purchase for home accessories and decorative articles. Spontaneous purchases are also popular – especially in the case of small articles. The younger target group in particular is always on the lookout for new ways to give expression to their individuality via the interior design of their home. To this end, they aim to add a ‘personal touch’ – far removed from the mainstream and standardised products. In contrast to this, 50 to 60 year-olds are more oriented towards high-quality products. They take greater account of sustainability when making purchases, e.g., resource-friendly production. It is up to manufacturers and the trade to respond to these wishes.

A glimpse into the future

20 to 30 year-olds believe that multifunctional furnishings will dominate tomorrow’s homes and that it will be possible to control more and more things in the home via smartphones or tablets. They also believe that smart materials could find a place in the home, e.g., chairs that adapt to the body of the person sitting on them. 50 to 60 year-olds describe the future of the home along lines similar to the younger target group and see further technological developments – “3D projectors” and “networked house” were the buzzwords mentioned. Despite all the technical innovations, the subject of home decoration will continue to play a leading role in the future.

It is personal decorations that make a dwelling cosy and homely, and thus make a decisive contribution to recuperation and relaxation after a stressful day. Given the results of the study, it will not be surprising if decorative and furnishing articles become even more important in the future.

“I think cosiness will become even more important. People are working ever more and the time spent at home will become increasingly important. In the past, the home was something you showed off. Today, it’s used for winding down.”

“It will simply become more homely because the outside world is becoming increasingly stressful with more and even greater demands. At home, the cocooning effect will take place.”



About Messe Frankfurt

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 467,5 million euros in sales and 1,725 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries.



Events 'made by Messe Frankfurt' take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organised 100 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

Further information:
www.messefrankfurt.com

Consumer-goods fairs

ambiente

Ambiente is the leading international trade fair for products for the table, kitchen, household, giving and decorating, as well as for home and furnishing accessories. For five days at the beginning of the business year, around 4,500 exhibitors occupying some 330,000 square metres of exhibition space show what consumers will be able to see in shops around the world throughout the year. However, Ambiente is a must not only for the range of products, which is unrivalled in terms of both depth and breadth. The world's leading consumer-goods fair is also distinguished by a wide variety of events, trend presentations and awards ceremonies.

paperworld

Paperworld – The World of Office and Stationery – is the leading international trade fair for paper, stationery and office supplies. Embracing both the commercial and private spheres, around 1,800 exhibitors present an unrivalled spectrum of products and numerous innovations and trends. Paperworld is the ideal place to make new contacts to over 51,000 trade visitors from all around the world and to take advantage of the multi-faceted complementary programme to increase one's knowledge of the sector.

christmasworld

Christmasworld – The World of Event Decoration – is the leading international trade fair for festive decorations where around 1,000 exhibitors from all over the world present the latest trends and products for all festive occasions of the year from Christmas, via family celebrations, to Mother's Day. Attracting more than 31,000

tendence

Tendence is the most important international consumer-goods fair oriented towards the home and giving in the second half of the year. In nine exhibition halls, over 2,000 exhibitors from all over the world present their latest products in two sections, Giving and Living. Shortly before the autumn, winter and Christmas season, buyers from all around the globe can place precise and last-minute orders. In addition to core assortments, the focus of interest is on supplementary offers as additional sources of revenue and the multi-faceted special shows and awards ceremonies.

creativeworld

Creativeworld – The World of Art and Craft Supplies – is the international trade fair for hobby, handicrafts and artists requisites. In addition to the new products shown by approx. 200 exhibitors from around the world, a variety of product demonstrations and participatory exhibitions generate inspiration and new ideas for creative assortments.

international buyers from the retail and wholesale trades, as well as department stores, Christmasworld represents an outstanding opportunity for them to find the attractive products needed to give their seasonal business a sustained boost.

What is the significance of furnishing and decorating in Germany? Messe Frankfurt sought answers to this question with the current study entitled "Individuality is the main thing – a study on furnishing and decoration in Germany". The results: for 20 to 30 year-olds, furnishing the home is primarily a way of giving expression to their individuality. By contrast, the focus for 50 to 60 year-olds is on product quality and sustainability. Additionally, the report reveals the preferences on which these needs are based, how the trade can benefit from them and why attractive window dressing and the retail trade are so important when it comes to buying home accessories

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