

TrendSet Summer 2024 post-fair report

## **TrendSet Summer 2024: stable start to the season in Munich**

**TrendSet Summer 2024 heralds the start of orders for Autumn/Winter 2024/25**

**It is the industry's largest summer trade fair and the first to kick off the ordering season for furnishings, design, and lifestyle in the second half of the year. The entire Interiors & Lifestyle industry was once again well represented as TrendSet kicked off the ordering season for Autumn/Winter 2024/25 at TrendSet Summer 2024 on 6 July 2024. Around 20,000 trade visitors from all over Germany, Austria, Switzerland and neighbouring European countries were inspired by the latest trends for the coming season from approximately 2,000 exhibitors and brands in six exhibition halls filled with new products. At TrendSet Summer 2024 from 6 to 8 July, retailers, wholesalers, and online retailers ordered fresh products for the Autumn/Winter 2024/25 season and the upcoming Christmas season.**

Once again and especially during the current times, TrendSet confirmed its status as the most important and largest international Interiors & Lifestyle trade fair in summer for the consumer goods sector and thus its importance as a live event for sales and acquisition of exhibitors from Live & Give. The dates from 6 to 8 July were ideal. Because the three days of the fair were spread over the weekend and Monday, everyone – whether retailers, wholesalers, or decision-makers from the hotel and catering industry – had the opportunity to visit TrendSet. And selling was not the only business done at TrendSet. Trade visitors took advantage of TrendSet Summer 2024 not only to be inspired and order, but also to meet, network, exchange ideas, and make new contacts. After all, the challenges facing the industry are not only great, but are growing all the time. The current economic situation, but also digitalization, personalization, and sustainability, are the major issues facing the retail sector in particular. By sharing experiences with the industry, new ideas for the future of business can be developed. Once again, TrendSet Summer 2024 showed that there is no substitute for personal encounters and personally experiencing products and ideas.

### **Successful start to the second half of the ordering season: TrendSet Summer 2024 meets expectations**

These are not easy times for the retail sector. This is why, more than ever, fresh products and ideas are needed to keep customers coming back for more. TrendSet always has new products presented creatively and offers plenty of motivation. This enables retailers to pass on the spirit and offer their customers the best possible shopping experience. After all, next Christmas is sure to come, and with it the demand for new, contemporary products. The trade visitors at TrendSet Summer 2024 filled the exhibitors' order books accordingly. Exhibitors were satisfied with how the trade fair went and the volume of orders, which is primarily owing to the stable visitor figures, the optimal trade fair location in Munich, and the high quality of contacts at TrendSet.

### **Sustainability, New Work, personalisation – the megatrends in Munich**

TrendSet is a platform for trends and ordering for the industry. This was demonstrated once again at TrendSet Summer 2024 in Munich. Extensive trend research from TrendSet provides retailers with the latest current trends of the season in the form of trend motifs at an early stage alongside the megatrends of the trade. An example is new products that pick up on the trend toward customisation and personalisation. This is also reflected in the other megatrend, New Work, when it comes to modern ideas for office supplies, equipment, and design. Along with digitalization, sustainability is one of the biggest challenges facing the retail industry. The challenge is to

bring products, production, and supply chains up to the sustainability standards that consumers are increasingly demanding. Much about the trends was shown. And even more was discussed in small and large groups of experts. After all, exchange, discussion, and networking are an important part of the fair.

#### **Trend towards focused trade fair visits continues**

For some time now, there has been a trend toward more concentrated show visits with fewer people per company. This also means that trade visitors are now preparing their visits in a more targeted manner and are working through their itinerary in a more structured way. For exhibitors, this means rethinking their approach, as the spontaneous contacts and new contacts they used to make at the show are becoming increasingly rare. Against the backdrop of limited budgets and full warehouses, orders are now placed on a more planned basis. For this reason, TrendSet not only offers the TrendSet Journal to prepare for a visit to the fair, but since 2022 has also offered the online platform TRENDSET365 for a broad presentation of upcoming products and innovations. Using both media, trade visitors can easily plan their visit to the fair and are well informed about where, what and how to find what at TrendSet. And this has been well received. To date, more than 3,000 products have been exhibited online at TRENDSET365 and the online platform has received around 300,000 impressions in the two months leading up to TrendSet Summer 2024. TrendSet also has a strong online and social media presence. In the two months leading up to the show, TrendSet recorded over 500,000 impressions on Google and almost 1 million impressions on social media. This also generates a lot of clicks for the exhibitors. For example, one brand was displayed 4,100 times in Google searches via TRENDSET365 before the show and was clicked on 122 times as a result.

*“TrendSet provides exhibitors and brands with space to present and sell their new products. In six exhibition halls, 15 Interiors & Lifestyle Fair Areas, and the Topic Areas, we are the first and largest international Interiors & Lifestyle trade fair in the summer to showcase innovations and trends for the industry. We offer the opportunity for exchange and inspiration. At TrendSet Newcomer, we create opportunities for young companies to grow and develop. Our exhibitors set standards and provide impetus, including on the major future topic of sustainability. Our exhibitor search function now includes around 150 brands with an organic seal, fair trade seal, FSC certification, or Oeko-Tex standard. We are always thinking one step ahead, because after one fair is over, the next is just getting started, and we’ve extended this concept to 365 days of exhibition. Our creation TRENDSET365 is a digital platform on which our exhibitors can present their new products all year round, even before the stationary trade fair events, so that interested trade visitors can find inspiration for the new season at an early stage. Developments over the past six months show how important this is. We are planning to further expand TRENDSET365 with AI in order to provide digital support for preparing for and visiting the trade fair. We explicitly do not wish to compete with existing merchandise management systems, but only optimise product inspiration and trade fair preparation. And on Instagram and other social media platforms, we stay in touch with our trade visitors all year round, while presenting the latest trends from Interiors & Lifestyle and the latest innovations from our exhibitors. We are doing everything we can to support the industry, and the trade in particular, in these challenging times,”* Tatjana Pannier, Managing Director of TrendSet, described the importance of TrendSet as a trade fair for Interiors & Lifestyle.

#### **New from the TrendSet Topic Areas**

The Topic Areas TrendSet Newcomer and TrendSet Bijoutex won over trade visitors with special, focused, and innovative novelties and products from Living & Giving. The small, innovative, new, and local companies at

TrendSet Newcomer displayed promising, regional, fair, handmade, and sustainable products. TrendSet Bijoutex was again well frequented with its attractive range of fashion, costume jewellery, and accessories.

### **Cosy winter styles: the trends for Autumn/Winter 2024/25**

Nature, sustainability, and comfort are the overarching themes of the new trends for Autumn/Winter 2024/25. Simplicity, organic shapes, soft colours, and cosy designs meet the demand for meaningful, versatile, and sustainable products. Patterns from mysticism and folklore, geometric shapes, and patchwork bring tradition and depth to the designs. Rounded, flowing, and organic shapes support the futuristic look of many designs. Calm and comfort are created by gentle pastels and soft neutrals, while pale blues, yellows, and greens reflect nature. And vibrant red and apricot invigorate the senses.

### **Natural glamour: trends for Christmas 2024**

Soft and bright pastels are big for Christmas 2024. Pink Christmas tree candles, iridescent baubles, and festive table decorations in a rainbow of colours create a cheerful, festive mood. Cool prints and graphics interpret the Christmas theme in a modern and fresh way. Many light decorations are made of fabric or paper. Patterns and motifs from nature give a new character to classic Christmas decorations. Natural tones such as green and brown are mixed with gold to create elegant looks. Folkloric motifs bring a rustic cosiness to design objects and stationery. That homey feel is added through retro designs with a vintage look.

### **EXHIBITORS' VIEWS**

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#### **Exhibitors' opinions from TrendSet Summer 2024:**

TrendSet is thriving, even in bad times. Our stand is well attended, much more than we expected. Our new products are being well received. All the good companies are here in Munich, including many new customers from outside Germany. We only come to Munich for TrendSet. It's nice here, sales are good – and considering the times, we are fortunate. We are thinking of expanding our stand.

*Nico Attasio (Managing Director, DECORAMA)*

Both the orders and the turnover at TrendSet Summer 2024 are good, just like the mood at the trade fair.

*Ute Vosteen (Managing Director, VOSTEEN)*

At our stand, things started out super on Saturday, the first day of the fair. We were surprised, because we really hadn't counted on so much traffic owing to the current situation. And the Sunday of the fair is running the same way. There is a super flow here at TrendSet. The trade visitors are ordering well, and our many new products are helping this out. The mood is not euphoric, but good, and people are ordering again. The second quarter was very difficult for the industry, but it seems to be getting a little better now. TrendSet is always a good fair; it's super here.

*Helene Ellingson (CCO, RICE)*

Looking at the current situation in the market, we are satisfied with the fair. You have to set your expectations right, and if you invite customers in the right way, the trade fair will be a success. And the location counts – not only Munich itself, but also at TrendSet. Here in hall B1, we have a top location with a superb setting all round.  
*Philip Wurm (Managing Director, G. Wurm)*

We are experiencing a stable order situation here at TrendSet, but no growth. The industry is still in a crisis mode. So we are doing “business as usual” here in Munich, as elsewhere.  
*Arne Giercke (Manager of DACH Field Sales, BOLTZE Home Collections)*

Saturday was a bit weak, but the Sunday of the fair is running well. People are in a good mood and are ordering.  
*Tim Maier (Managing Director, AM-Design)*

The Sunday of the trade fair was really strong. The visitors are ordering again. Many of our regular customers are here, but many new customers are also visiting our stand. Many of them are just getting inspired and order later on because first they want to just clear their stocks. We have a lot of traffic and are very satisfied with the way the fair is going, and we’re excited about the good location of our stand.  
*Karin Vogt (Sales Manager, Artebene)*

The Saturday of the fair was a little quieter, perhaps partly because of the hot weather. But Sunday is going well. We are selling here. The mood is good, just like TrendSet is good.  
*Ferry Mulder (General Manager, Cor Mulder)*

We have the impression that the visitor figures are unfortunately slightly weakening. But the important customers and prospective customers are here at TrendSet. Sales are good, but we can’t quite match last year’s result. This is because the market is still difficult for specialist retailers. We are noticing that our customers are ordering more specifically and at shorter notice in order to reduce their stocks first. This means that those who can deliver quickly and at short notice have an advantage.  
*Peter Kwoka (Managing Director, Kwoka Floristik)*

The fair is running well. My team prepared well and we are having great meetings here at TrendSet. Despite the mood of crisis in the market, we are expanding. Now is the time to position yourself well, because times will get better again. And then you should be ready.  
*Michael Rossmann (Managing Director, Pad Home Design Concept)*

The industry is fighting hard – but we are doing it well and gladly. Those who take their business seriously come to the fair. TrendSet is relevant and has delivered a stable start to the season. Saturday was weaker, but the traffic on Sunday made up for it. The customers that come order. Despite a slight decrease in the number of visitors, we are posting great averages.  
*Lars Adler (Managing Director, HOFF Interieur)*

TrendSet Summer 2024 is going very well for us. This is where we meet customers and prospects from Germany, Austria, the Netherlands, and France. We sell mainly to the luxury segment in premium department stores, florists, and concept stores, fashion stores, and online stores. They are here in Munich at the fair. Especially our Christmas collection is being well received. But we also have pre-orders for Easter already.  
*Michelle Tak (Sales Manager, VONDELS)*

On the Sunday of the fair, our sales were better than last year. In in percentage terms, even more customers placed orders. The Austrians and Swiss in particular are placing orders. It seems that retailers are selling even better there. We have a broad range of products, which is why a wide variety of visitors come to our stand. TrendSet is one of the best trade fairs in the industry. Everything goes well here. The atmosphere is relaxed and laid-back. It's a wonderful trade fair.

*Norbert Kamps (Commercial Director, Cosy & Trendy)*

TrendSet is our first B2B trade fair. The visitors are very interested. TrendSet Newcomer is a good opportunity for small companies, especially with niche products, to have a go at the trade.

*Susanne Betzenbichler (Founder, Firlefanz Design) – Topic Area TrendSet Newcomer*

TrendSet Sommer 2024 is going well. The visitors are interested and are ordering. The atmosphere is good and people are in the mood for new products. TrendSet is a fine fair. We are here every year. We started at TrendSet Newcomer and now we are always at TrendSet Bijoutex.

*Eva Gotthardt (Sales, A Beautiful Story) – Topic Area TrendSet Bijoutex*

AT A GLANCE

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**Facts on TrendSet Summer 2024**

TrendSet – 123rd International Trade Fair for Interiors, Inspiration and Lifestyle  
 from Saturday, 6 July to Monday, 8 July 2024  
 at Messe München (Munich Trade Fair Center)  
 in Halls A1 to A3 and B1 to B3.

Trade visitors	19,675 (-2.86 % compared to the previous year)
Brands and collections	1,974
Percentage of international branded collections (exhibitors)	Greater than 50%
Area of exhibition centre/Exhibition space	70,000 square metres
Exhibition focus	<p><b><u>TrendSet Interiors &amp; Lifestyle Fair Areas</u></b></p> <p><b>Live &amp; Give</b>                      Furniture &amp; Lighting                      Decorations &amp; Accessories                      Furnishings &amp; Design Objects                      Home &amp; Textiles                      Fashion &amp; Jewellery                      Beauty &amp; Wellness</p> <p><b>Cook &amp; Eat</b>                      Kitchen &amp; Tabletop                      Food &amp; Drink</p>

<p><b><u>TrendSet Topic Areas</u></b></p>	<p><b>Decorate &amp; Create</b>  Floristry &amp; Garden  Christmas &amp; Seasonals  Gifts &amp; Fun  Spirituals &amp; Souvenirs</p> <p><b>Work &amp; Play</b>  Stationery &amp; Papery  Office &amp; School  Hobbies &amp; Toys</p> <p>TrendSet Newcomer   Start-ups &amp; Locals  TrendSet Bijoutex   Accessories  TrendSet Fine Arts   Contemporary Fine Arts</p>
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**Save the date! TrendSet Winter 2025 is taking place from 31 January to 2 February 2025.**

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