

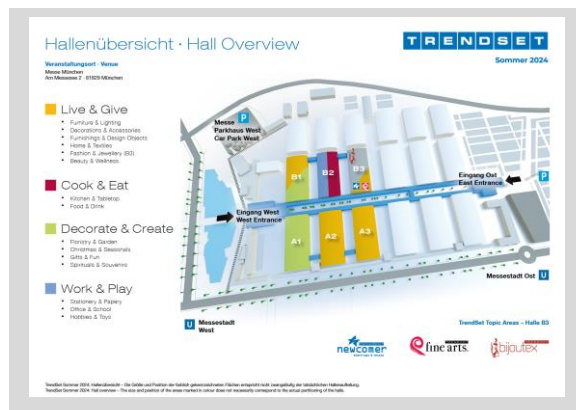
TrendSet Summer 2024 pre-fair report

## TrendSet Summer 2024: the largest international Interiors & Lifestyle trade fair in summer with the latest trends for Autumn/Winter 2024/25

TrendSet Summer 2024 in Munich, Germany unites the exhibitors and product ranges from the Interiors & Lifestyle sector in one place in six exhibition halls on 60,000 square metres of exhibition space, with over 2,000 brands and collections from around the world. From 6 to 8 July 2024, trade visitors from the retail, wholesale, online retail sectors and the hotel and catering industry will find fresh ideas, new products, and the upcoming trends for Autumn/Winter 2024/25 and Christmas.

TrendSet Summer 2024 in Munich offers all the advantages of an international in-person event. The diversity of the areas of the fair gives trade visitors from southern and central Germany and nearby European countries, including the countries of Scandinavia, an overview of all relevant sectors and new products for the next season, and in some cases, the season after next. Fifteen Interiors & Lifestyle Fair Areas in the categories Live & Give, Decorate & Create, Cook & Eat, and Work & Play showcase what is coming to the trade in the new season. Exhibitors large, small, well-known, innovative, and new are not only looking forward to the usual high-quality clientele in Munich, but also to discussions and exchanges with attendees. Networking in and with the industry is a top priority at TrendSet. Establishing and maintaining contacts, forming new collaborations, or brainstorming jointly to solve existing challenges in the market will help both manufacturers and buyers move forward.

### New exhibitors at TrendSet Summer 2024 in Munich



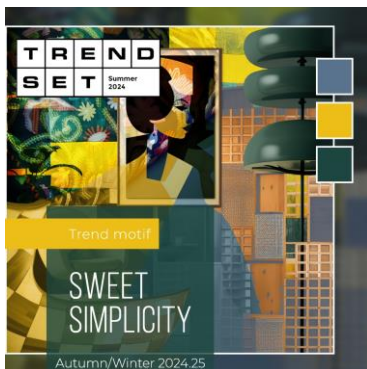
The six exhibition halls of TrendSet Summer 2024 are full of novelties for the coming season and of products for Christmas. In addition to the well-known exhibitors and brands, new exhibitors such as Chaosladen, Achternbusch Destillerie, Menza, Cozy Home for Furniture and Decor LLC, and Gartenhaus Testorf Homemades are showing their new products, interiors, and accessories in the Living & Giving category. We are also once again pleased to welcome Donkey Products and Gasper to TrendSet Summer 2024.

### New trends at TrendSet Summer 2024 in Munich

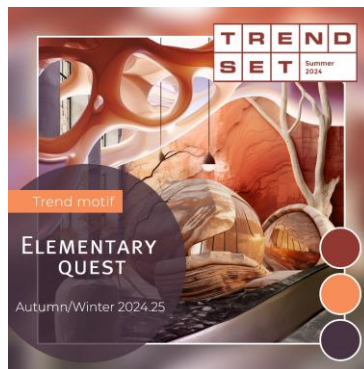
In six exhibition halls for three days, exhibitors at TrendSet Summer 2024 will show the latest products in the Interiors & Lifestyle sector for the coming season. TrendSet is already showing in advance which trends will arrive and what trade visitors can expect to find in the areas Live & Give, Cook & Eat, Decorate & Create, and Work & Play. For TrendSet Summer 2024, three main trends for Autumn/Winter 2024/25 were identified to point to way to the coming design and product worlds. The colours, shapes, and patterns in Interiors & Lifestyle are summarized visually and thematically in the TrendSet trend motifs to provide an outlook on the trends for the new season.

## The TrendSet trend motifs for Autumn/Winter 2024/25

Nature, sustainability, and comfort are the overarching themes for the new trends in Autumn/Winter 2024/25. Simplicity, organic shapes, soft colours, and cosy designs reflect the demand for meaningful, changeable, and future-orientated products. Well-being arises from convenience, beauty from the imperfection of materials and surfaces. Nature guides design. Reflective surfaces, vibrant colours, tactile materials, and surreal shapes stimulate the imagination and fascinate all the senses. Symmetrical patterns dissolve into flowing forms. Multifaceted textiles, interiors, and accessories become symbols of a constantly changing world. Matt dove blue, bright sunny yellow, and deep emerald green complement wood, metal, linen, cork, and rattan. Radiant rust red, soft apricot, and rich plum blue have a soothing effect on all the senses while focusing on well-being. Gentle pastel shades such as cool matcha green or neutrals such as soft greige lend calm to the designs. Warm vibrancy is brought to designs by bright flame red. SWEET SIMPLICITY, ELEMENTARY QUEST, and SOUL FEVER are the trends for Autumn/Winter 2024/25 in Interiors & Lifestyle.



SWEET SIMPLICITY celebrates the simplicity of creative designs that should make life simpler and more comfortable.



ELEMENTARY QUEST seeks change through synergies of industry and environment, people, and product.



SOUL FEVER is a feast for the senses with its reflective surfaces, vibrant colours, tactile materials, and surreal shapes.

## A multitude of offerings in the Areas of TrendSet

In 15 Interiors & Lifestyle Fair Areas, exhibitors will show their new products from all the important areas of Living & Giving. The focused offerings of the Topic Areas TrendSet Newcomer and TrendSet Bijoutex additionally offer a view of innovative products from new companies and the latest trends in costume jewellery, beauty, fashion, and accessories. Trade visitors can also get to know the latest exhibitors of the TrendSet Newcomer Area – Tante Tia, Heger und Sammler, and My little Nature. At the fair once again is the Topseller Area, at which exhibitors can present selected product highlights to the trade at a particularly visible position directly at the West Entrance.

## Christmas Area concept for TrendSet Winter 2025 being planned

To provide more space to the important Christmas products early on at the start of the year and to enable both exhibitors and trade visitors more and earlier certainty when obtaining information and ordering, TrendSet is planning its own concept for a Christmas Area at its next winter fair in January 2025. The new products for winter will be featured at an area specially tailored to the topic. TrendSet is already in lively discussions with its exhibitors in order to incorporate the requirements and needs of the new area into its planning. TrendSet will inform exhibitors and trade visitors in good time before TrendSet Winter 2025 about how things are progressing and what is to come.



## **Die TrendSet Summer 2024: Where? When? How much does admission cost?**

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.

Prices:

1-Day Ticket: €24.00

3-Day Ticket: €32.00

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