



# Heimtextil 2021: More than 95 percent of space booked

**In the midst of the current coronavirus crisis, the next edition of Heimtextil from 12-15 January 2021 in Frankfurt am Main is proving popular: more than 95 per cent of the space occupied last time has now been booked.**

Heimtextil thus offers international representatives from the sector a superb setting in which to launch a successful season at the world leading trade fair for home and contract textiles in 2021.

'Even though predictions are difficult to make at present, we expect to be able to offer international players in the industry a first-rate, positive environment for their businesses in January 2021', says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt. 'The fact that more than 95 per cent of the space as compared to the last Heimtextil is now booked makes us feel very optimistic. We of course hope that the number of companies that end up in difficulty because of the crisis will be very low. However, at this early point in time, the very good number of registrations and the concentration of industry participants at the trade fair gives us incredible momentum. As far as the pandemic is concerned, we are convinced that people will still want to meet in person to exchange their products – and perhaps more so than ever after this crisis year – and that personal contacts are the best prerequisite for good, long-term business.

Virtual offers can of course complement global communication. But personal meetings and the experience of touch, especially in the field of textiles, will remain essential'.

## **Internationally leading platforms for wall and textile design**

The world's biggest range of wallpaper and wall coverings awaits visitors in hall 3.1. International highlights already registered to attend include Grandeco Wallfashion Group (Belgium), Graham & Brown (UK), Komar and Tapetenfabrik Gebr. Rasch (both Germany) as well as Limonta and Zambaiti Parati (both Italy). Hall 3.0 also offers a leading global platform: around 200 international textile designers are currently registered to present their new designs here. Manufacturers of digital printers (including Mimaki/Netherlands and MS Printing Solutions/Italy) and textile processing companies (including Wybenga Machines/Netherlands and ZSK Stickmaschinen/Germany) will present their wares in direct vicinity under the 'Textile Technologies' banner.

## **Furnishing and upholstery fabrics still in high demand**

Nowhere else is the selection of furnishing and upholstery fabrics, leather and imitation leather as broad as it is in the 'Decorative & Furniture Fabrics' segment at

Heimtextil. Top international producers, such as Tessutica/Beaulieu International Group (Belgium), Manifattura Tessile Di Nole (Italy), Dina Vanelli (Turkey) and Fancisco Jover (Spain), are represented in halls 4.0 and 4.1. In hall 4.2, Leder Fiedler (Germany) is one of the highlights, as is Trevira (Germany), with an international joint presentation. Here, Heimtextil will also present furnishing solutions and specialist offers specifically aimed at the contract furnishing segment and also offers the target group of interior designers, architects and hospitality experts a business and networking forum.

## **Everything for interior designers and international furnishers**

Interior decorators and international furnishing retailers will find curtains, decorative fabrics, carpets, interior sun protection and decorative systems in hall 8.0. New product ranges will be presented here, including furnishing fabric collections by textiles editors, such as those by Baumann Dekor (Austria), Eustergerling Textile Group (Germany), N.V. Wind (Belgium), S.I.M.T.A. (Italy), Style Library (with the brand Clarke & Clarke) and The Ashley Wilde Group (both UK). Numerous other major players in the industry from Germany are also represented in addition to the DecoTeam, such as Gustav Gerster, W. Schmidt, Albani Group and Hohmann. Requests for larger order volumes will also be met in hall 8.0, including from

international manufacturers such as Royal Vriesco (Netherlands), Tanriverdi Mensucat (Turkey) and Rovitex (Hungary).

In hall 9.0, the area 'Beautiful Living' awaits with strong brands and private labels from both the international and national context. The segment 'Beautiful Living' comprises trendy lifestyle products such as decorative cushions, blankets and bedspreads, table and kitchen linen, coated table coverings, doormats and other home accessories. New home collections will be presented by a number of companies, including A. Ferreira & Filhos and Narciso Pereira Mendes Herd (both Portugal), Eskitex (Switzerland), Laupheimer Kokosweberei, Magma Heimtex Erich Hargesheimer and Stuco Taschentücher Stuchlik (all Germany), Lombarda Trapunte and Marzotto Lab (both Italy), Natures Collection (Denmark), Öncü Grup (Turkey) and STOF (France).

### Sleeping redefined

Innovative new textile products for the bedroom can be experienced in hall 11.0. Exciting start-ups and numerous international top players will offer products for improved sleep. This means that Heimtextil will also be a global leader in the bed-related product segment. Those exhibiting here include Badenia Bettcomfort, Billerbeck Betten-Union, f.a.n. Frankenstolz Schlafkomfort H. Neumeyer, Heinrich Häussling and Traumina (all Germany), John Cotton Group (UK), Lenzing (Austria), MITSA Manufactures Industrials (Spain), Pyrenex (France) and Standard Fiber (USA). Fashion and Home will bring together international top producers, including several fashion licensees, in hall 12.0.

Those present will include Bedding House, Corn. Van Dijk and Essenza Home (all Netherlands), Christian Fischbacher and Schlossberg (Switzerland), Sarar (Turkey), Sorema (Portugal) and The Lexington Company (Sweden). From Germany, those registered to attend so far include Adam Matheis, Bierbaum Wohnen, Irisette, Kleine Wolke Textilgesellschaft and Wilhelm Wülfing. Level 12.1 will function as a platform for the private label business and thus the point of contact for large-volume buyers and industry representatives. Among those represented are Doksan Denizli Dokuma and Kemal Ugurlu Tekstil (both Turkey), Lameirinho

and Miguel Antunes Fernandes Unipessoal (both Portugal) as well as Microcotton (USA) and Nile Linen Group (Egypt).

### Large offer from Asian producers

In hall 6.1, high-end home textiles producers from Asia with export experience will be exhibiting at the trade fair. Furniture and decorative fabrics are offered here in addition to curtains, sun protection and carpets. Akara, D Decor and G. M. Syntex from India are among those attending. Other textile companies from Asia will be presenting their wares either individually or in country pavilions on hall levels 6.0 and 6.2.

In the home textiles segment, visitors to hall 10 can expect a wide variety of products from Asian manufacturers for bathrooms, beds and tables. In hall 10.1, Fashion Knit Industries (Pakistan) and Gupta International (India) are among the highlights. Hall 10.2 is home to selected producers with high-quality collections, such as Yunus Textile Mills, Gul Ahmed Textile Mills (both Pakistan) and ACS Textiles (Bangladesh). In addition, Hall 10 will also feature a range of country pavilions with exclusive product presentations.

### New programme structure: Show, Trend and Conference

Exhibitors and visitors to Heimtextil can expect to see a change to the programme structure: in order to organise the numerous events that are aimed at various target groups in a clearer and more concise way and offer good orientation, those responsible for the trade fair will focus on three areas in future: 'Show', 'Trend' and 'Conference' will now be the three main elements of the trade fair, providing Heimtextil participants with comprehensive information and inspiration.

'Show' comprises presentations by international exhibitors at their stands in halls 3 to 12, i.e. the trade fair in the true

sense of the word. Visitors will be acquainted with the highlights of the trade fair through guided tours. For example, renowned architects and furnishing experts will guide visitors in a targeted way to innovative and trendsetting companies, enabling them to experience exciting product solutions.

As a trend barometer and the first port of call when it comes to design, trend and market forecasts, Heimtextil offers a globally unique presentation and first-rate opportunities for inspiration with the 'Trend' element. More in-depth and comprehensive than any other event in the world, the 'Trend Space' in hall 3.0 showcases the colours, materials and designs for the upcoming season – curated and staged by Anja Bisgaard Gaede and her team from SPOTT Trends & Business.

The third component 'Conference' brings together all the presentations, discussion panels and workshops that are offered at Heimtextil in five different areas for various visitor target groups. Workshops and presentations by furnishing experts can be attended in the DecoTeam (hall 8.0). In addition, Heimtextil offers expert contributions to the themes 'Textile Technologies' (hall 3.0), 'Design Dialog' (hall 4.2), 'Sleep' (hall 11.0, foyer) and 'Green' (hall 11.0, foyer).

For more than ten years, Heimtextil has dedicated itself to the theme of sustainability and this will continue in 2021, with the 'Green Tours', 'Green Village' and the 'Green Directory' supplying information about sustainability issues.

Another highlight is the programme for the 'Interior.Architecture.Hospitality' theme comprising lectures and a curated product selection in the library in hall 4.2. All in all, architects, interior designers and hospitality experts will find the largest selection of contract textiles in the world at Heimtextil. ♦





# Cover New Ground! - New Keynote Theme for DOMOTEX 2021

**The team of DOMOTEX, one of the leading trade show for floor coverings, is optimistic in these challenging times, working full steam to provide the industry with a first-class, safe and secure platform to facilitate a significant upswing in business: DOMOTEX 2021 will take place from 15 – 18 January 2021.**

Innovative techniques for the skilled trades, modern approaches to retailing, new inspiration for commercial contracting, plus exciting new materials and forward-looking trends – all of this and, above all, a change of perspective

will be in the spotlight at the next DOMOTEX, running from 15 to 18 January 2021 in Hannover, Germany.

**New challenges, new orientation, the new normal:** Now, more than ever, society and the economy are being called upon to rethink every facet of life. Every crisis brings forth its own opportunity – the opportunity to discover and travel down new paths. The makers of DOMOTEX have taken up this challenge. With the new Keynote theme of "Cover New Ground!", their aim is to motivate people to go beyond previous strategies, visions and experiences in flooring design and applications and look to the future.

"We need new perspectives, and DOMOTEX 2021 is dedicated to providing incentives for our industry," reports Sonia Wedell-Castellano, Global Director of DOMOTEX. "The Global Flooring Alliance, i.e. the association of international flooring wholesalers, has reported a positive run in the first quarter of 2020, despite the corona crisis. Some exhibitors have even reported generating unexpected growth as a result of an acceleration of public projects. And so we, too, are optimistic in these challenging times and will ensure that in January 2021 we can offer the flooring industry a first-class platform and a



clearly perceptible upswing for their businesses. Of course, we also guarantee the safety of our guests by implementing the hygiene and distance concepts specified by the Robert Koch Institute."

### Where else, if not at the world's leading trade show for floor coverings?

A highly international scope and a high-caliber audience are the key features of DOMOTEX. In January 2020, some 35,000 visitors, 70% of them coming from abroad, attended DOMOTEX for information and ordering purposes. Decision-makers accounted for some 90% of all attendees, taking in the products and services of 1,400 exhibitors from more than 60 nations. Figures like these underscore the status of this world-leading trade fair as a global marketplace for the industry, where not only new contacts are made, but concrete business deals are sealed.

"We are going to widen these benefits," declares Wedell-Castellano. "By swiftly reacting to the needs of our exhibitors and visitors, we are taking special efforts to ensure that a trip to the fair becomes even more efficient and attractive than it already is. Our strategy is to continue to discuss with as many players as possible about the contribution we can make to the success of our stakeholders through agenda-setting, storytelling, special platforms and additional offerings. Initial roundtable discussions with exhibitors and associations have taken place in recent weeks and months, with more in the planning."

### Highlights and business hubs in every display sector – free participation options for exhibitors

Already at DOMOTEX 2020, the previous close dialogue with industry players led to a change in exhibition layout: The various product categories were brought together even more systematically to provide tradeshow attendees with the best possible market overview. And this process will continue at DOMOTEX 2021, where the individual product categories will have their own creative hotspots under the motto "Cover New Ground!"

At these so-called "Flooring Parks", the display sectors of Carpets, Fibers & Yarns in Hall 11 as well as Resilient Flooring & Design Flooring, Parquet & Laminate Flooring and Application & Installation Technology in Hall 12 will each have their own stage, with product highlights staged in concrete interior applications and functioning as trend shows. In keeping with the lead theme of the fair, these inspiring interiors will present an optimistic, forward-looking angle on floor coverings. Exhibitors who wish to show their products in exactly this context can submit their interior designs and receive their own free area, thus making themselves visible as industry pacesetters in keeping with the motto "Cover New Ground!"

These "Flooring Parks" however will not only serve as a source of inspiration for interior decorators and trend-oriented visitors, but will also provide retailers with an incentive for their own unusual product displays. As a measure derived

from the previous "Framing Trends" special show, they bring together inspiration and business requirements even more strongly. Amidst all these special areas, DOMOTEX offers its exhibitors exclusive business hubs: In hosted communication zones, manufacturers and customers can withdraw to a relaxing environment and conclude business deals.

As a special highlight for the hand-made carpets, the "Carpet Design Awards" will again be presented in Hall 3 in 2021 and the best nominations and winners will be shown in a special exhibition. In addition, the accompanying forum program with exciting topics related to the precious items will be expanded to three days at the fair.

### Changes to site plan: Shorter distances between halls

With the decentralization of the "Framing Trends" into the display category-focused "Flooring Parks" in the respective halls, the southern halls are moving northwards and the western halls southwards – making walking distances shorter. The new site plan, which is adapted to the needs, helps attendees navigate their way around the exhibition grounds even more quickly and conveniently.

"We will also continue to maintain our informative, high-caliber event program with our Speakers Corner, Guided Tours and award ceremonies. These are so much appreciated by the community and will now also take place in their respective market environment, i.e. Halls 3, 11 and 12. With well-known speakers and guides, we can guarantee we'll be catering to all the special needs and requirements of the various target groups," says Wedell-Castellano. "For invited guests at our Retailer's Club, for example, we are opening an ample-sized lounge in Hall 7, which will serve as a central meeting point for all retailing delegations. We are working at full speed to smooth out all the details and provide our customers with all the relevant information as soon as possible." ♦