

Press

March 2017

Heimtextil
International Trade Fair for Home and Contract Textiles
Frankfurt am Main, 9 to 12 January 2018

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Heimtextil begins preparations for 2018: international designers target trend developments

Heimtextil Trendtable: FranklinTill Studio from the United Kingdom takes on a leading role

Design impetus from Scandinavia: Danish studio takes part in Trendtable for the first time

Combined design expertise comes to Frankfurt: seven international trend agencies met on 7 and 8 March for the Heimtextil Trendtable meeting at Messe Frankfurt's exhibition grounds. They collated results from market research with the latest global design developments. These statements form the basis for the Heimtextil Trendbook which is presented by the trade fair organisers in late summer. With this annual meeting of design experts, Heimtextil has officially started its preparations for the upcoming trade fair in January 2018.



Designer from Europe, Asia and America come together at the Heimtextil Trendtable.

Trend researchers from Denmark, Germany, France, the United Kingdom, Japan, the Netherlands and the USA discussed current trends in interior design, architecture, fashion and art during the two-day workshop. 'Given that participants come from different continents, the Trendtable team at Heimtextil is able to draw from a comprehensive pool of inspiration and gain exciting perspectives on the interior design of

Messe Frankfurt Exhibition GmbH
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Fehler!Fehler! Es wurde kein Dateiname angegeben.

tomorrow', reports Olaf Schmidt, Vice-President Textiles & Textile Technologies at Messe Frankfurt. Ten months before the next Heimtextil, the designers have made it their aim to analyse developments in materials and textures, colours and patterns from all four corners of the world and determine the stylistic design themes. At the end of the process, a mutual, globally applicable trend prognosis for the coming 18 months will be agreed upon and presented in the Heimtextil Trendbook and also the "Theme Park" during Heimtextil itself.

FranklinTill directs

For Heimtextil 2018, the British design studio FranklinTill will take on the leading role in implementing the book and the "Theme Park". With its headquarters in London, the studio comprises trend researchers, designers and stylists as well as a broad-ranging international network of creatives and visionaries with whom the trend experts and agency founders Kate Franklin and Caroline Till collaborate. Trend researcher Titia Dane will also work on Heimtextil trends in addition to the two agency founders.



Trend setting materials, colours and designs from all around the world.

New influences from Scandinavia

With the trend studio SPOTT Trends & Business from the Danish city of Herning, Heimtextil Trendtable has acquired new design impetus from Scandinavia. Anja Bisgaard Gaede, founder of SPOTT, creates trend and colour predictions together with her team and gives customers an insight into the consumer behaviour of the future. In addition to her work as a consultant, she is also a book author and gives presentations. This means that a team from Denmark will be involved in the development of Heimtextil trends for the first time.

Preview: trend presentation in September

The results of the Trendtable and Heimtextil Trendbook 2018/19 will be presented to the public in advance of the trade fair as part of the "Theme Park" Preview in Frankfurt am Main in September. Exhibitors at Heimtextil will be sent the Trendbook in advance to assist in their product design and collections.

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The following design studios will be working on Heimtextil trends 2018/19:

The **design studio FranklinTill** (United Kingdom) will be taking on the main responsibility for the development of the Heimtextil Trends 2018/19. With its headquarters in London, the studio comprises trend researchers, designers and stylists as well as a broad-ranging, international network of creatives and visionaries. The multidisciplinary agency's varied projects include trend reports, colour forecasts, design realisations, brand developments and curating trade fairs and exhibitions. In addition to agency founders Kate Franklin and Caroline Till, Titia Dane will also be working on Heimtextil.

www.franklintill.com

As the oldest trend agency in the world, **Carlin International** (France) is one of the top five trend research agencies. Carlin offers services in the fields of style marketing, brand development and consultancy, the tracking of trends, industry-related trend books and the individual development of colour and trend worlds with customers in workshops. Natalie Weinmann will be assisting with the Heimtextil trends.

www.carlin-groupe.fr

Dan and Gen Namura from **Dan Project** (Japan) are young designers from Tokyo whose artistic heritage can be traced back to the famous yuzen craft of the dyeing and weaving of kimono materials in Kyoto. Their work ranges from designs for upholstery materials to bags and dresses, as well as the design of fine textiles and colourfully graphic prints.

www.ienotextile.com

Felix Diener, textile designer and engineer (Germany) founded his own design studio in 2008. He designs carpets, curtains and living accessories. His creative work forms an interface between art and technology and is characterised in particular by the use of colours, materials and textures. As his portfolio reveals, his individual design philosophy goes far beyond colour and shape composition: he focuses on finding innovative structures, surfaces, compositions and production techniques. Together with Francesca Müller, Felix Diener represents the German view of trend statements at the Heimtextil Trendtable.

www.felixdiener.com

SPOTT Trends & Business (Denmark) advises Scandinavian lifestyle brands with issues relating to consumer insights, trend and colour forecasts. SPOTT aims at the individual development of brands and combines trend research with neuroscience and commercial expertise. Anja Bisgaard Gaede is the founder of SPOTT. In addition to her work as a consultant, she has given many presentations over the past ten years, and has also published a reference book.

www.spottrends.dk

Anne Marie Commandeur from the **Stijlinstituut Amsterdam** (Netherlands) manages a team of designers who focus on textile innovations, predictions, colour trends and strategic design concepts.

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With Grietje Schepers, the agency acts as a versatile and dynamic force in the industry and keeps fashion companies and companies involved in the fashion industry up to date with the most important developments.

www.stijlinstituut.nl

WGSN (U.S.A.) is one of the leading international trend studios for colours and design. Via a global network of design consultants and colour specialists, the company creates trend statements, quantifiable forecasts, outlooks and product data as well as reliable colour trends. Gemma Riberti is the trend consultant representing WGSN at Heimtextil's Trendtable.

www.wgsngroup.com

Further information about Heimtextil is available at:

www.heimtextil.messefrankfurt.com

www.heimtextil-blog.com

www.facebook.com/heimtextil

www.twitter.com/heimtextil

www.youtube.com/heimtextil

www.instagram.com/heimtextil

Information about global textile trade fairs by Messe Frankfurt:

www.texpertise-network.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com