

Press release

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## Heimtextil presents 40 textiles editeurs in a new area

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**For the first time, Heimtextil (8-11 January 2019) will bring together all participating textiles editeurs in one hall and thus optimally integrate them into the product offer for interior designers and retailers. Around 40 international fabric suppliers will present their collections for the upcoming season in the newly designed hall 8.0.**

‘As part of the new Heimtextil concept, we’ve been able to create presentation space for the attractive group of international textiles editeurs in a common hall. ‘Together with other textile suppliers, this will create a fascinating meeting place for interior decorators, furnishers and retailers’, says Sabine Scharrer, Director of Heimtextil at Messe Frankfurt. Around 40 textiles editeurs will be grouped around the “Editor’s Café” in hall 8.0, forming a central meeting point for furnishers and interior decorators in the Window & Interior Decoration segment’. Here, they will be in close proximity to suppliers of curtains, carpets, sun protection and decoration systems.

### **Hall 8.0: Meeting point for interior decorators**

In addition to international trade, this will mean that interior decorators and interior designers in particular will have short distances to travel and can thus spend more time at exhibitors’ stands in future thanks to the presentation of all products relevant to them in hall 8.0. The “Insider” programme, to which interior decorators from the German-speaking regions are invited, will also be concentrated in the same hall for the first time. With the “Insider Café”, participants will have their own space that provides a range of service offers.

### **International premium fabrics**

When it comes to textiles editeurs at Heimtextil, highlights include the presentations by Alhambra/Tormes Design and Pepa Pastor (both Spain), CTA, Decobel and Foresti Home Collection Group (all Italy), Damaceno & Antunes (Portugal), Saum & Viebahn (Germany) and N.V. Wind (Belgium). In the form of Ifi Aebe, a textile editeur from Greece that very much welcomes the new concept is also present: ‘We believe that Heimtextil’s high level, in combination with the mood that will be created by the participants, will ensure a unique result’, says Fotios Tsioulpas, Managing Director and owner of Ifi Aebe.

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Another new flagship is the Style Library from the UK. ‘We really appreciate the far-reaching appeal of Heimtextil, making it a truly international exhibition which attracts customers from all over the world’,

says Mischa Winde, General Manager Germany from Style Library. 'Having established Style Library as the home to all of our eight brands, Zoffany, Harlequin, Sanderson, Morris & Co, Anthology, Scion, Clarke & Clarke and Studio G – this is the ideal meeting place for our new German sales team. We are excited to be exhibiting in hall 8.0 with all our brands. This should be a wonderfully inspirational area for our interior designers to explore'.

DecoTeam will also get a new area in hall 8.0. From January onwards, in addition to Apelt, Gardisette, Germania, Heco, Höpke, Paulig, Saum & Viebahn, Stöckel & Grimmier and Unland, the companies English Dekor, Neutex, MHZ and Bandex will also be members of this association of German home textile suppliers. In addition to showcasing current design trends, DecoTeam will also offer a broad-ranging event programme: lectures, workshops and talks with well-known guests will provide first-rate information and fantastic entertainment.

**Press information and image material:**

[www.heimtextil.messefrankfurt.com/journalisten](http://www.heimtextil.messefrankfurt.com/journalisten)

**On the net:**

[www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com)

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Information from the international textile industry and Messe Frankfurt's global textile trade fairs:

[www.texpertise-network.com](http://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 more than 2,400 employees at 30 locations, the company generates annual sales of around €669 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](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

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