



Heimtextil 2018: Large range of ready-made products

Halls 8 to 11: bathroom textiles, bed linen, bedding, mattresses, table and kitchen linen.

The upcoming Heimtextil (9-12 January 2018) in Frankfurt am Main will sparkle with a wide range of finished products. In Halls 8 to 11, bed dealers, wholesalers and online retailers, boutique operators as well as buyers and house-keepers from the hotel industry will find a wide selection of ready-made products.

'Almost 1,500 international manufacturers will present their new collections from the bed, bath and table segments on nine hall levels. This means that Heimtextil now offers the world's largest selection of bed linen and bedding, mattresses, bathroom textiles and table and kitchen linen', says Meike Kern, Director Heimtextil/Messe Frankfurt.

Hall 8.0, which is completely booked out, has become the central contact point for the bedding industry. Numerous market-leading companies such as Irisette, Billerbeck and Frankenstolz (all from Germany) will be present during the show. Mascioni (Italy) and Dún or Fior (Iceland) are new additions to the fair. Numerous international suppliers of bathroom textiles and accessories will also be presenting their wares.

Heimtextil also welcomes Rössle & Wanner from Germany, a renowned supplier of premium mattresses and a market leader in the field of manually and motor-driven adjustable slatted frames. Rössle & Wanner will exhibit its Röwa brand products in Galleria 1.

Growth is also evident in the table segment. In hall 9.0, Towa (Japan) and Aramis (Spain) are among the highlights with non-textile table coverings as well as Textil Vidal Rius (Spain) and Mistral Home (Belgium) with table linen.

The Asian premium area for household textiles can be found in hall 10.2. Yunus Textile Mills (Pakistan) and Synergy Lifestyles (India) are also returning. Synergy Lifestyles is known for its "Bandit Queen" home collection that company owner Sunita Namjoshi developed together with designer Valérie Barkowski. New at Heimtextil is Vini Exports (India), which will also present its new bedding and table linen collection in hall 10.2.

Home collections by international fashion labels such as Joop Living or Marc O' Polo and Esprit (licensee Van Es Home, Netherlands) can be seen in hall 11.0. In addition, premium providers will also be presenting their new products in a lifestyle-oriented environment. The companies will present their contemporary and modern as well as classic and elegant approaches in hall 11.1. Among those represented with collections of the highest quality are Schlossberg (Switzerland), Collection Stiegler and Curt Bauer (both Germany), Kas International (Australia), Martinelli Ginetto (Italy), Sorema (Portugal) and Welspun (Great Britain).

New: "All about pets" presents textiles and accessories for animals

The number of exhibitors that include textiles for animals in their portfolio has grown steadily over a number of years. Heimtextil is meeting this growing interest for the first time in January by providing an area for textiles and accessories for animals in Galleria 0. "All about pets" offers beds for dogs and cats, pillows, cosy blankets and much more. Darling Little Place and Studio am Meer (both Germany), Lex & Max (both Netherlands) and Volentis (Switzerland) will be present during the show.

Theme Park showcases the mega trend of urbanization

Entitled "The future is urban" - visitors to the Theme Park at Heimtextil can expect a multi-sensory experience. With the elaborate installation in hall 6.0, Messe Frankfurt will convey the mega trend of urbanization to the textile industry in a targeted manner and make the practical aspects tangible.

"Our trend area has long since become the showpiece of Heimtextil. It presents the colour and material trends of the coming season and shows real future prospects for our industry: from textile innovations for interior design to progressive production processes," says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt. In addition to the impressive trend show,

the trade fair special also offers interactive room situations and current projects by international first movers.

The London-based design studio FranklinTill is responsible for the concept of the Theme Park and the accompanying trend book. The basis for this was drawn up by the Heimtextil Trendtable during which international design studios from seven countries developed a common vision for the interior design.

City of the future

Inspired by the idea of urban life, the Colour Trend Rooms form the heart of this installation. Similar to a flat, visitors walk through five individually designed rooms in which they experience the styles Relax/Recharge, Perfect Imperfection, Soft Minimal, Adapt+Assemble and Urban Oasis in their purest form. In this environment, visitors can see the unfolding of four overarching lifestyle trends in typical urban locations and situations such as workplaces and production facilities, relaxation zones and social meeting places.

The flexible space

The limited living space available in the world's megacities presents interior design with well-known but also very special challenges. The Micro Home pavilion will present an exclusive solution to this by London's Studiomama label. The inventors of the "13m2 house" use every corner of the minimal living space. Thanks to the superb multi functionality of the cleverly designed furnishings, the interior can be easily converted and thus offers all the essential functions of a flat with normal proportions. The subtle colour scheme of Soft Minimal provides the necessary visual freedom.

The healthy space

Hardly any nature, an unnatural daily rhythm, constant busyness: urban life can have a fatal effect on human health. Designers find solutions in both nature and colour: in the "Green Work Space", plants humidify and filter the air within the working environment. Lush green tones from the Urban Oasis colour scheme have a healing effect and create places of retreat. The design orientation Relax/Recharge restores the energy balance with the help of colour.

Monochrome red has a calming effect, while blue invigorates the senses. In the Colour Experience pavilion, visitors will find a protected space where they can enjoy a film-based work of art and try out its positive effect. Relax and recharge your batteries in the blue and red Relax/Recharge lounge.

The re-made space

In the course of urbanization, the volume of waste is increasing significantly. Designers and producers are therefore increasingly looking for ways out of the throwaway society. Interesting solutions are offered by e.g. Jorge Penades, who recycles leather leftovers in his designs and Pinatex, a label that produces innovative natural textiles from pineapple leaf fibres. The Remade Materials pavilion invites visitors to take a close look at new materials.

The Maker Space

Global developments such as digitalisation are fundamentally changing the relationship between manufacturer and consumer. This is already evident today in the maker movement, something that has also had a lasting influence on textile production. The Theme Park provides two current examples of this: in the studio, Lola Lely and Bristol Weavers Mill dye and process fabrics in a traditional manner. The results will grow over the course of the trade fair to form an overall work of art thanks to the participation of Heimtextil visitors. With the striking indigo and natural tones as well as the deliberately imperfect designs, the project is part of the Perfect Imperfection design trend. At the same time, the Dutch label Post Couture is showing how fashion can work as a DIY kit in the Fab Lab. An innovative connection system makes sewing

superfluous and deliberately draws attention to the DIY making process. The strong red, blue, green and yellow tones of the Adapt+Assemble design trend highlight this effect.

Conference space: High-calibre lecture series

The Conference Space is directly connected to the Theme Park. It offers high-calibre specialist lectures on the Heimtextil 2018/19 trends free of charge on all days of the trade fair. Every day at 10 a.m. and 2 p.m., designers Kate Franklin and Caroline Till from Studio FranklinTill explain the inspiration behind, idea and impact of the trend they call, "The future is urban." Members of the Trendtable also shed light on different business perspectives for the textile industry. Visitors can listen to e.g. Anne Marie Commandeur (Stijlinstituut Amsterdam, NL), Anja Bisgaard Gaede (Spott Trends & Business, DK), Virginie Corbasson (Carlin, F) and Gemma Riberti (WGSN Minset, USA). Exciting backgrounds for the colour trends and projects are provided by the companies that actively participate in the trends, such as Opendesk, Post Couture, Lola Ley, Studiomama and The British Weavers Mill.

Explore the theme park with the audio guide

Detailed information about the Theme Park can be found in an audio guide. Using this, visitors can explore the Theme Park on their own initiative and have access to additional information and explanations about the various installations. The audio guide is integrated into the Heimtextil Navigator app, which is available free of charge from the App Store. ♦

