

heimtextil

Storytelling and natural beauty: Heimtextil Trends 25/26 provide retailers with valuable solutions

Frankfurt am Main, 12 December 2024. Price pressure, reluctance to buy and changing demands on the longevity of products. Retailers around the world are facing similar challenges. Heimtextil Trends 25/26, curated by the Milan-based design platform Alcova, consciously addresses these challenges and provides valuable inspiration and conclusive solutions. Visitors will find these in the Trend Arena in Hall 3.0 at Heimtextil from 14 to 17 January 2025.

With its three themes - 'Naturally Uneven', 'Radically Restructured' and 'Regenerative' - Heimtextil Trends 25/26 focuses on key values such as integrity, longevity and ecological awareness. These themes reflect what is becoming increasingly important to customers: Products that not only impress with their aesthetics, but also fulfil ethical and ecological requirements. These approaches can be experienced live in the Trend Arena - from material qualities and colours to innovative production processes. Retailers will be given concrete inspiration and tools to orientate their product range towards more conscious consumption. After all, consumers' purchasing decisions are clear: long-lasting, high-quality products that are also produced in a socially and environmentally responsible way are very popular. A recent study conducted by IFH on behalf of Messe Frankfurt confirms this. Consumers are becoming increasingly selective and weigh things up carefully before making a purchase decision. When they decide in favour of a product, it must be convincing in all areas: durable, high quality - but also sustainable. After all, the majority of Europeans attach great importance to sustainability when it comes to home textiles. Aspects such as long-lasting products, recyclable materials and transparency are among the key criteria.



Future Continuous
Photo: Alcova for Heimtextil

The beauty of the imperfect: 'Naturally Uneven'

'Naturally Uneven' celebrates the rawness and authenticity of natural materials. Fabrics such as linen, hemp, jute and wool stand for organic structures and handmade perfection

in the imperfect. Small imperfections and natural grains make each piece unique and tell stories of craftsmanship and originality. The colour palette emphasises this natural aesthetic: soft grey like untreated stone, unbleached fibre tones and the delicate 'Rose of Permanence', which symbolises down-to-earthness and timelessness.

Innovation meets sustainability: 'Radically Restructured'

This theme shows how advanced technologies and environmentally conscious design merge. The focus is on recycled materials that minimise the consumption of resources and set new standards in textile production. Heavy and light, transparent and opaque - these contrasts create a fascinating interplay of structure and appearance. In terms of colour, bold shades such as 'End of Petrol' and 'New Green Deal' dominate, visualising the upheaval. Techniques such as 3D weaving, digital printing and laser cutting reflect the innovative power that characterises this approach.

Redefining circular thinking: 'Regenerative'

'Regenerative' embodies the principles of renewal, growth and circularity for customers who want to help shape a more sustainable future. Here you will find a mix of natural, recycled and bio-based fibres from linen, hemp and recycled wool to textiles that have been upcycled or reused. Handcrafted elements and techniques underline the focus on imperfection and individuality, while colours such as 'Regenerative Azure' or 'Repairable Green' convey the theme in all its many facets.

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