

International Press Conference

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heimtextil

**14. – 17. 1. 2025
FRANKFURT / MAIN**

CONNECTED BY TEXTILES

Explore the textiles-
trends synergies

TEXTILE POWER

GIVING THE BOOST FOR THE NEW BUSINESS YEAR

- Largest and most influential trade fair for home, contract textiles and textile design
- Unique offers on 16 hall levels
- Around 2.900 exhibitors from 60 countries





***PUSHING CREATIVE
BOUNDARIES WITH
ALCOVA MILANO***



***HEIMTEXTIL x
STUDIO URQUIOLA:
REDEFINING TEXTILE
DESIGN***

***ECONOMIC
SUCCESS
=
FORCE OF
RESILIENCE***





***Showcasing the
transformative
power of textiles.***

***Empowering resilience
in homes & businesses***



Our home: the ultimate investment in our health

Heimtextil: enabling buyers to meet their customers' needs.

**PRODUCT QUALITY,
DURABILITY
AND
SUSTAINABILITY
ARE KEY FACTORS
FOR CONSUMERS.**





SUSTAINABILITY HAS A HIGH PRIORITY, BUT PRICE AND QUALITY HAVE A GREATER INFLUENCE.

- Messe Frankfurt commissioned a study from the IFH.
- Examining consumer behavior with regard to sustainability in Europe.

GUIDING THROUGH SUSTAINABILITY WITH ECONOGY

- Uniform checks according to ESG/SDG-compliant standards across the entire Texpertise Network
- Econogy Finder: certified exhibitors
- Econogy Tours & Talks: in-depth insights from experts





SLEEP AS THE ULTIMATE RESILIENCE BOOSTER

- **Smart Bedding:** Central hub for restful sleep and cutting-edge sleep systems
- **Wide product range for healthy sleep:** Bedding, duvets and pillows, mattresses, tools and machines for textile processing

TEXTILES FOR OPTIMAL SLEEP COMFORT

- **Bed, Bath & Living:**
Innovative sleep textiles to elevate sleeping experiences
- **Duvet Comfort:**
Cooling and climate-regulating duvets, high quality duvets made of down and silk and alternative materials





HEIMTEXTIL X PATRICIA URQUIOLA

- Immersive and sustainable design experience „among us“
- Redefines textile design and enables state of the art solutions
- Located in hall 12.0

THE NEW HOME OF THE CARPET INDUSTRY

- Carpets & Rugs grows by one entire hall level
- Already twice as many exhibitors as the last edition
- Halls 5.0, 5.1, 3.0 and 6.0





WALL & WINDOW DECORATION FOR A CALMING ENVIRONMENT

- **Window & Interior Decoration in Hall 3.0**
- **Wall Decoration in Hall 3.1**



Creating environments

***That boost
productivity.***

***Promote physical &
mental well-being.***

***And foster comfort
and belonging.***

Interior.Architecture. Hospitality LIBRARY

- Functional contract textiles for the hospitality industry
- Curated in Hall 4.0
- Connects manufacturers and suppliers with designers, architects & planners



***Companies must
cultivate the
ability to adapt
swiftly to
challenges.***

***To stay
successful.***





***COMPANIES
FROM INDUSTRY
AND RETAIL GET
A BUNDLED
MARKET
OVERVIEW.***



HEIMTEXTIL: HUB FOR LIFELONG LEARNING

- Retail Stage in Hall 12.1 and Texpertise Stage in Hall 4.0
- Interactive Talks, guided Tours and first-hand examples of successful businesses

MATERIAL SOLUTIONS TO CREATE UNIQUE LIVING SPACES

- **Decorative & Furniture Fabrics:**
three hall levels in Hall 4
- **For valuable synergies,**
Fibres & Yarns are also located
in Hall 4, as well as in
Hall 5.1 & Hall 11.0.



25/26

FUTURE CONTINUOUS



HEIMTEXTIL TRENDS 25/26

- The heart of Heimtextil
- Curated by Alcova Milano for the first time

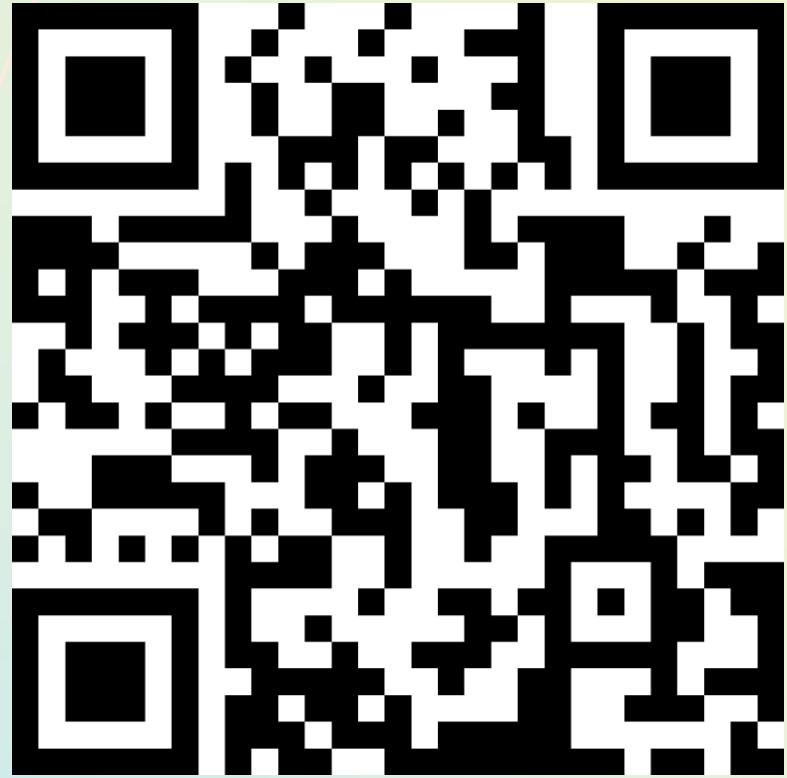
***‘Future
Continuous’:
The past is being
rethought and
inspires to shape
a new future.***





Heimtextil shapes a stronger & more resilient textile industry.

By understanding market demands and delivering relevant solutions.



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