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13. – 16. 1. 2026
FRANKFURT / MAIN

**LEAD
THE
CHANGE**

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**LEAD THE
CHANGE
IN TEXTILE
DESIGN**

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URQUA
X

THE GLOBAL MARKET IN TRANSFORMATION

- Geopolitical challenges & economic instability.
- Inflation and cost pressure.
- Declining consumer demand.
- AI and digitalisation.



FROM TREND TO INNOVATION: AI CHANGES THE GAME

TWO FORCES SHAPING THE
MARKET AND CONSUMER
DEMANDS:

- HYPERINDIVIDUALISATION
- CONNECTIVITY

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AI IN ACTION – FROM FASHION TO FURNITURE

STYLE 3D / ASSYST

A ready to sell summer dress.

#draped #flower #Ai #3D

Source: [Style3D | Assyst - 3D & Digitalisierung - Video Galerie](#)

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AI IN ACTION – FROM FASHION TO FURNITURE

MARIOTT HOTELS



Source: [Marriott International](#) | [Image Detail](#)

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AI IN ACTION – FROM FASHION TO FURNITURE

WAYFAIR



Source: <https://www.youtube.com/watch?v=prgmflcfzba>

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NEW CONSUMER DEMANDS: HYPERPERSONALISATION & CONNECTIVITY

- AI enables real-time **hyperpersonalisation** across products & services.
- It adapts to **individual needs** & creates **unique experiences**.
- It strengthens **personal** & emotional customer **connection**.



EMPOWERING BUSINESS WITH AI

- Real-time **data** and **prediction**.
- **Scalable value chain**, production and **product development**.
- Smart systems & **tailored offers**.



NAVIGATING UNCERTAINTY TOGETHER

- **Preparation and knowledge** are key in a volatile market.
- Focusing on **what can be shaped**.
- Staying **informed** and **keep ahead**.



STRATEGIC PARTNER FOR TRANSFORMATION

- Heimtextil supports the industry in **moving forward**.
- Together, we turn **change** into **business opportunity**.



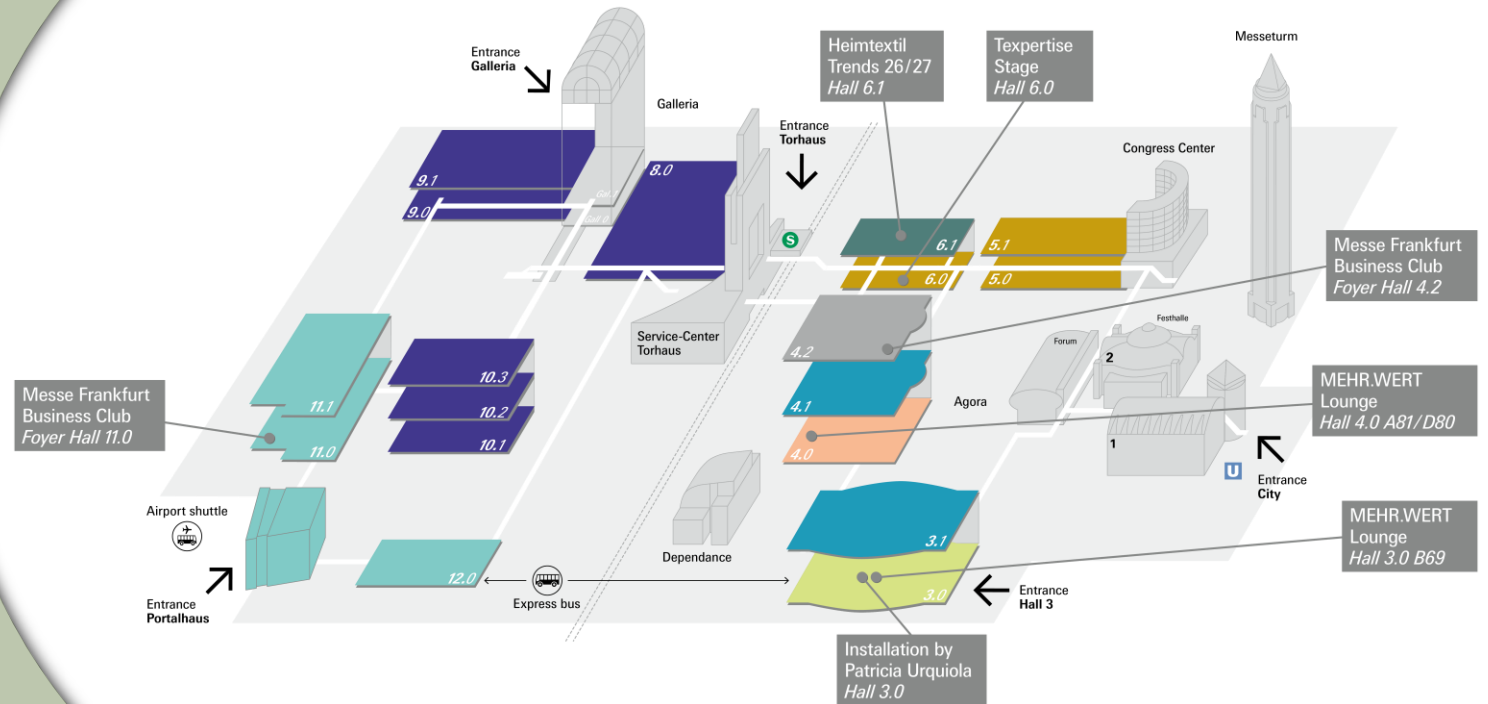
GLOBAL. CONNECTED. FUTURE-READY.

- Heimtextil is a **trusted space** and **stable meeting point** in uncertain times.
- It provides dialogue, orientation and new contacts.
- More than 3.100 companies from 65 countries showcase textile solutions.

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WE EVOLVE WITH THE GLOBAL MARKET



Status: July 2025
Subject to change

FROM FUTURE VISION TO MARKET-READY ACTIONS

AS A HUB FOR LIFE-LONG LEARNING, WE
TRANSLATE MAJOR SHIFTS INTO
TANGIBLE BUSINESS IMPULSES.

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HEIMTEXTIL TRENDS 26/27 BY ALCOVA MILANO

- Trend forecast curated by **Alcova Milano**.
- **Heart for inspiration** and research at Heimtextil.
- Compass for design, retail & contract business.
- **Future insights** and **market orientation**.



TRADITION MEETS AI- DESIGN

- AI transforms textile design and production.
- Counter-trend: handmade, irregular designs.
- The result: unique colours, innovative materials and techniques.



PATRICIA URQUIOLA SETS NEW BENCHMARKS FOR HOLISTIC INTERIOR DESIGN.

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AMONG-ALL: AI-DESIGN MEETS HUMAN NEEDS

- Immersive installation by Patricia Urquiola in Hall 3.0.
- **Sensory textile space** to relax and network.
- Textiles as **emotional, functional design tools**.
- Innovative **room concepts** for retail & hospitality.



INTERIOR.ARCHITECTURE. HOSPITALITY.

- **Material library** in hall 3.1.
- Curated offer for **architects, interior designers & hospitality experts.**
- Talk Spot for **business exchange.**



HOTSPOT FOR THE BEDDING SECTOR: SLEEP & MEET

- Joint platform with the **German Mattress Association** in Hall 4.0.
- Connects **leading brands & German mattress companies**.
- Direct access to **innovations and business contacts**.



NEW HUB FOR THE GLOBAL CARPET INDUSTRY

- Expanding demand: **Carpets & Rugs** spans **four hall levels**.
- New Segment: **Flooring & Equipment** with nontextile floor coverings.
- The ideal extension – unlocking **strong synergies**.



QUALITY MEETS VOLUME: GLOBAL HOME & GLOBAL HOME EXCELLENCE

- Europe's **largest platform** for exclusive home textiles with **order sizes of every scale.**
- It covers the full range from **quality products** to **high-volume private label** solutions.



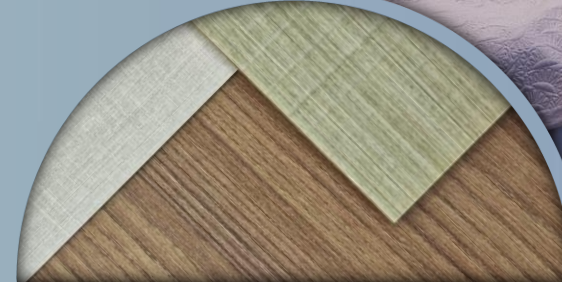
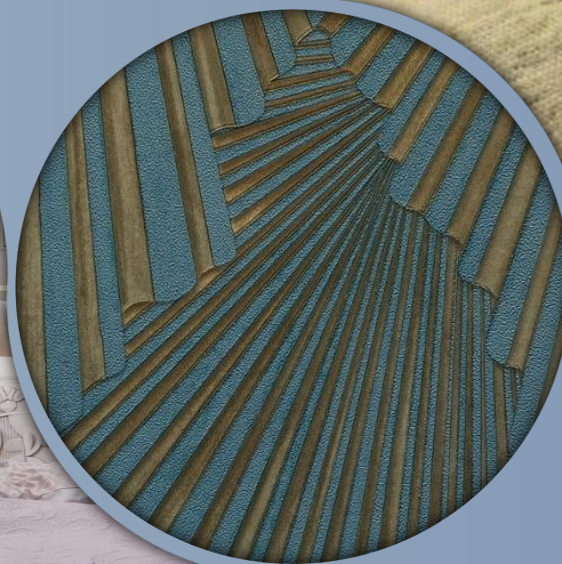
AT HEIMTEXTIL, CHANGE BECOMES TANGIBLE BUSINESS OPPORTUNITY

- Responds to **key shifts** and the **market's needs**.
- Brings **trends & textile design** to life.
- Connects global **key players**.

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LEAD THE CHANGE WITH US!



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