

heimtextil

Textile performance for the global market: Heimtextil 2027 connects interior design, quality and global sourcing

Frankfurt am Main, 14 October 2026. With the new premium segment Carpets & Rugs Excellence, the Comfort & Connect area and the Heimtextil Trends 27/28, Heimtextil 2027 is sharpening its offering for a market under pressure. Today, textile products need to prove their quality, functionality and long-term value. From 12 to 15 January 2027, the leading trade fair for home and contract textiles and textile design showcases relevant innovations across the entire value chain: from fibres and yarns to designs by international studios and emerging talent, through to finished collections, functional contract textiles and complete interior solutions.

Increasingly complex requirements are shaping demand for home and interior products. Consumers are taking a closer look at price, quality, functionality and durability. At the same time, geopolitical uncertainty is making international supply chains more difficult to plan. Planners and buyers are looking for textiles that perform reliably in everyday use, as well as partners who can consistently deliver the agreed quality and volumes – now and in the future. Against this backdrop, Heimtextil 2027 remains at the previous year's level. Around 2,900 exhibitors confirm the event's stability and international relevance. "In a market that is increasingly difficult to predict, quality, reliability and strong personal relationships matter. At Heimtextil, trade visitors experience materials first-hand, discuss their requirements directly with manufacturers and find production partners capable of delivering the volumes they need. This combination of product experience, an international offering and personal exchange makes Heimtextil a reliable strategic partner for the industry – especially in a challenging market," says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.

Between performance and relief – the Heimtextil Trends 27/28

Under the title "**Home-Maxxing – The Performance of Everyday Living**", Heimtextil and Milan-based design platform **Alcova** explore a key tension in our increasingly optimised everyday lives: spaces are expected to do more without demanding more from the people who use them. The Heimtextil Trends 27/28 translate this idea into three practical approaches to textile and surface design:

- **Staged Competence** responds to the desire for visible performance: codes, numbers and micrographics turn technical sophistication and durability into part of the aesthetic.
- **Inside, Out** makes complex technology easier to understand, for example through visible seams, straps, zips and replaceable covers.
- **Hyper Presence** counters digital overstimulation with a strong tactile presence: natural fibres, rough surfaces, folds and patina make material character and ageing tangible.

The trends also provide concrete inspiration for planning and product development: performance becomes visible, construction easier to understand and material quality

tangible. In this way, the Heimtextil Trends 27/28 provide essential guidance for retail, design and industry when developing future ranges, products and spaces.

The Trend Space gains another influential design voice. Architect and designer **Patricia Urquiola** integrates her own pieces into the presentation of the Heimtextil Trends 27/28, continuing the material research of her previous Heimtextil editions. The focus is on both new works and further developments of existing ideas. With Alcova as curator and Patricia Urquiola adding her own perspective, Heimtextil once again brings together leading Milanese design expertise in Frankfurt.

Carpets & Rugs reconnects the global carpet market

Carpets & Rugs is restructuring its offering for 2027 more closely around purchasing and distribution channels, helping buyers find the right products and suppliers more quickly. In Hall 3.0, hand-knotted one-of-a-kind pieces, high-quality doormats and flooring solutions complement the interior concepts of **Interior Design Concepts: Window, Wall & Floor**. In Hall 3.1, the industry will meet renowned key players such as Oriental Weavers with EFCO and MAC, Ragolle Rugs, Balta Industries, Merinos, Verbatex and Welspun. The close proximity to **Decorative & Furniture Fabrics** makes it easier for buyers from wholesale and retail, department stores, discounters, hospitality and the contract sector to compare carpets and fabrics directly for complete interior projects. Halls 11.0, 12.0 and 12.1 bring together hand- and machine-woven carpets for the international volume business. For the new premium segment **Carpets & Rugs Excellence** in Hall 11.0, an independent expert jury selected international volume manufacturers based on product quality, workmanship and production expertise. Buyers from retail, hospitality and the contract sector will find suppliers whose production capabilities match their required quality standards and order volumes. Confirmed exhibitors include Bhadohi Carpets, Hafizia Arts & Crafts, Heritage Overseas and Jaipur Rugs in Hall 11.0, as well as Teppich de Orienta, Bikaner Handloom Carpets and Rugs Inc. in Hall 12.0.

Strong areas for Bed, Bath & Living and Smart Bedding

The new **Comfort & Connect** area in the foyer of Hall 5.1 brings together high-quality bed and bath textiles, decorative cushions and home accessories. Participating brands include among others Essenza Home, Hermann Biederlack, Ibenä Textilwerke and Zoeppritsch. The area provides specialist bedding retailers, hospitality professionals and contract furnishers with a central starting point for sourcing relevant products. Close by, **Bed, Bath & Living** in Halls 5.0 and 5.1 as well as part of Hall 4.2 extends the offering with further brands and collections, alongside suppliers for the private-label business. At **Smart Bedding** in Hall 4.0, the offer is expanding with numerous German and European mattress manufacturers. In cooperation with the German Mattress Industry Association, **Sleep & Meet** once again brings together leading mattress and sleep-system suppliers. These include, among others, brands such as Auping Germany, Dormiente, the EuroComfort Group with Badenia, Brinkhaus, Lück and Schlaraffia, f.a.n. frankenstolz with Heinrich Häussling and Centa Star, as well as Schwarzwald Schlafsysteme. Together, Comfort & Connect and Sleep & Meet create a strong platform for leading brands in the sleep and lifestyle sector.

Holistic interior design for residential and contract projects

In Hall 3.0, **Interior Design Concepts: Windows, Wall & Floor** brings together solutions for walls, windows and floors. The **DecoTeam** demonstrates how these elements can be combined to create cohesive interior concepts: its presentations provide interior professionals with practical inspiration for combining fabrics, sun protection and flooring. Right next door, selected brands in the **Design Lounge powered by DecoTeam** translate

interior and textile trends into colours, materials and surfaces. The textile foundation is provided by Halls 3.1 and 4.1: **Decorative & Furniture Fabrics** presents the world's largest offering of upholstery and decorative fabrics, outdoor and contract textiles, artificial leather and European weavers. Interior professionals can compare materials and collections for specific projects and combine them to create holistic interior solutions.

Future-ready materials for functional spaces

Hotels, offices, healthcare and retail spaces place very different demands on materials. **Interior.Architecture.Hospitality** brings together functional contract textiles, specialised suppliers and industry expertise. In partnership with **Future Fabrics Expo**, founded by Nina Marenzi, Heimtextil presents the new **Functional Futures Lab** in Hall 4.1, showcasing innovative materials and design solutions for the spaces of tomorrow – with a clear focus on performance and functionality. The accompanying programme brings these textile solutions into practice: talks and guided tours at the Talk Spot highlight potential applications, connect visitors with relevant exhibitors and make it easier to find the right products and project partners.

Textile Design: international studios and new talent in Hall 4.2

Hall 4.2 is home to the world's largest trade fair offering for **Textile Design**. International studios present patterns, colour worlds and design concepts for home and contract textiles. Buyers, product developers and creatives experience colours, scales and textures first-hand, select designs for upcoming collections and connect directly with designers. Curated in cooperation with **Jennifer Castoldi (Trendease)**, the **New Talent Area** continues to grow in its second year. With more than 30 talents already confirmed, it brings the vision of a new generation of designers to Frankfurt – with innovative designs, materials and sustainable approaches.

Global Home: production partners for every order volume

With the Global Home product segment, Heimtextil is Europe's largest sourcing platform for home textiles. In Halls 8.0 and 9.1, volume manufacturers, private-label suppliers and country pavilions present collections for bed, bath and kitchen. Halls 12.0 and 12.1 feature international manufacturers of window and decorative textiles. Across both segments, buyers can select collections and discuss private-label options and order volumes directly with suppliers. For **Global Home Excellence** in Halls 9.0 and 11.0, an independent expert jury selected manufacturers according to defined quality criteria. This allows buyers to compare international production partners directly and identify those capable of delivering the required quality standards even at high order volumes. At Heimtextil, quality, value and sourcing capabilities come together just as closely as they do in the day-to-day business of its target groups.



Photo: Messe Frankfurt/ Pietro Sutura

Heimtextil 2027 takes place from 12 to 15 January 2027.

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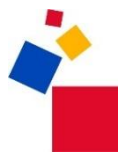
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