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From handcrafted unique pieces to international sourcing: Heimtextil 2027 strengthens quality and diversity at Carpets & Rugs

Frankfurt am Main, 26 November 2026. One location, a wealth of carpet expertise: From 12 to 15 January, Carpets & Rugs at Heimtextil 2027 brings together global market leaders and industry associations in Frankfurt. The new "Handcrafted Unique Carpets" area in Hall 3.0 expands the range with high-quality, one-of-a-kind rugs, completing the full spectrum of manufacturing techniques. Together with Carpets & Rugs Excellence, it further enhances the premium offering for individual design solutions and quality-focused sourcing. Integration with adjacent interior segments creates additional business opportunities for retailers, interior designers, hospitality and the contract sector. The cross-hall content programme showcases practical solutions for holistic interior design.

What role do carpets play in creating sophisticated interiors? And how can design, materials and functionality be combined? Whether one-of-a-kind design pieces, additions to retail ranges or contract furnishing projects: Heimtextil 2027 takes individual carpet solutions and their applications centre stage. Carpets & Rugs strategically integrates specialised manufacturers into adjacent interior segments in line with their purchasing and distribution channels. Visitors benefit from a growing range of high-quality flooring solutions, a global market overview and a strong industry network. 'We consistently see carpets as an integral part of complete interior concepts. That is why we bring different market segments together precisely where new opportunities arise. Heimtextil thus opens up new business prospects while strengthening connections across the industry,' says Bettina Bär, Director Heimtextil.

One-of-a-kind rugs meet holistic interior concepts
With '**Handcrafted Unique Carpets**', Heimtextil introduces a dedicated area for handcrafted, one-of-a-kind rugs in Hall 3.0 for the first time. Brands such as Le Cadeau Berbere, Satar Carpet, Studio Lid and Zargar showcase high-quality design pieces within the Interior Design Concepts: Windows, Wall & Floor product segment. The area provides buyers and interior designers direct access to manufacturers of unique rugs for their projects. In the adjacent DecoTeam area, Haro, Paulig Teppichweberei, Theo Keller and Tisca complement the offering for holistic interior concepts. **Hall 3.1** enables specialist retailers, interior decorators and contract furnishers to coordinate rugs, upholstery fabrics and functional materials. In close proximity to decorative and upholstery fabrics, exhibitors including ABC Italia, Oriental Weavers with MAC Carpet and EFCO, Ragolle Rugs, Balta Industries, Merinos and Universal XXI showcase their rug collections.

Curated quality and strong partners for international sourcing
With **Carpets & Rugs Excellence** in Hall 11.0, Heimtextil establishes a premium segment

for international high-volume manufacturers, selected by an independent expert jury. Companies such as Agnee Innovates, Bhadohi Carpets, Choudhary Exports, Hafizia Arts & Crafts, Heritage Overseas, Jaipur Rugs, Rudra Rugs and Unlimited Style Rugs represent high-quality products, craftsmanship and manufacturing expertise. The dedicated area enables quality-conscious large-volume buyers to identify reliable suppliers. **Halls 12.0 and 12.1** further expand the offering for international volume sourcing. Exhibitors include Bikaner Handloom Carpets, Looms & Knots, Rugs INC., Qayyum Exports, Teppich de Orienta, Tufko International and Zoha Carpets. Key industry associations such as the Carpet Export Promotion Council, the Chinese Tibetan Carpet Association, Fedustria and Unifam, are also represented across the exhibition grounds, facilitating access to new production markets, suppliers and sourcing networks.

Carpet expertise for sophisticated interior and contract projects
The accompanying programme focuses on the functional requirements of interior spaces, connecting carpet manufacturers with professionals from architecture, interior design and contract planning. Its integration into the Interior.Architecture.Hospitality Talk Spot (Hall 4.1) provides opportunities for direct exchange and guidance on suitable flooring solutions. Guided tours take visitors through the carpet offerings in the eastern and western exhibition areas, showcasing handcrafted, one-of-a-kind rugs as well as woven and tufted carpets for a variety of applications. On **14 January**, Lucy Upward (Cover) joins exhibiting companies for an expert discussion on the selection and specification of carpets and rugs for hospitality and contract projects.



Photo: Messe Frankfurt/Jean-Luc Valentin.

Heimtextil 2027 takes place from 12 to 15 January 2027.

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