

Premium brands to return to Heimtextil 2018

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Courtesy: Messe Frankfurt

Numerous top players have already announced their intention to participate in Heimtextil, the world's leading [trade](#) fair for home and contract textiles, to be held in Frankfurt Germany from January 9-12, 2018. Leading brands will showcase their furnishing and upholstery fabrics, digital print technology, home and house textiles and more at the event.

"Currently, 98 per cent of the space we had at the recent event is already booked. The huge demand from our exhibitors has given us a boost when it comes to planning the upcoming Heimtextil. Above all, this means that we will continue to expand the contract [textile](#) offer," said Olaf Schmidt, vice president textiles & textile technologies at Messe Frankfurt.

Several brands have announced that they will be returning: Alhambra/Tormes Design and Tapicerias Gancedo (both Spain) are back on board for Heimtextil 2018. With Damaceno & Antues – Evo Interior Fabrics, a new [brand](#) from Portugal is represented, said organiser Messe Frankfurt in a press release.

International manufacturers such as Luilor (Italy) and Dina Vanelli (Turkey) will present their furnishing and upholstery fabrics collections. Given the consistently high demand, high-quality furnishing and upholstery fabrics will be given another presentation space in hall 4.2 for the first time in 2018. New companies there will include Textil Roig from Spain. Deltracon, Muvantex (both Belgium), Loro Piana, Tali (both Italy) and Renby (Israel) are also returning to Heimtextil following a break. Another hugely promising highlight in hall 4.2 will be Trevira (Germany): for the first time in several years, the company will take part in a big community presentation with its CS partners.

The segment 'digital print technology' in hall 6.0, which presents cutting-edge printing technologies for the home textile industry, is once again attracting a great deal of attention. Almost all market leaders have now registered, such as Hewlett Packard Deutschland, Epson (Italy), Mimaki (Netherlands), Kornit (Germany) und Reggiani (Italy). New exhibitors include Aleph, Monti Antonio (both Italy) and Veika (Lithuania).

The biggest selection of Asian manufacturers of home and house textiles presenting their wares within an international context can also be found at Heimtextil. The levels 6.1, 6.2 and 6.3 for export-oriented manufacturers from Asia with home textile products such as fabrics, carpets and more are experiencing excellent booking levels. The focus of the producers here is on larger order volumes. With exhibitors such as Cosmique Global, G.M. Syntex, D Decor, Dicitex Furnishings, Art India, Noorjehan Exports and Punikim Textiles (all India), first-rate producers are once again represented; they were selected by an independent expert committee and have been invited to take up a position in the premium segment of hall 6.1.

Prominent names such as Badenia and Frankenstolz (both Germany) will present a broad product range for bath and bed. With Mascioni (Italy), a renowned returnee will present high-quality printed and finished bedding. Exciting companies from all over the world will also be in attendance, such as Join a Quilt from Australia and Dún or Fior from Iceland, who will both be celebrating their Heimtextil débuts with bedding.

Yunus Textile Mills (Pakistan) and Synergy Lifestyles (India) are also returning to the event. Synergy Lifestyles is known for its 'Bandit Queen' home collection that company owner Sunita Namjoshi developed together with designer Valérie Barkowski. New at Heimtextil is Vini Exports (India), which will also present its new bedding and table linen collection.

Allcost from Portugal will celebrate its home textile début with fine bedding, as will Studio Dltte from the Netherlands with decorative cushions and bedding. After 16 years, Meyer-Mayor from Switzerland will be returning to Heimtextil and will present classic/fashionable foutas 'made in Switzerland'. Giuseppe Bellora from Italy will inspire with fine textiles for the bedroom.

South African design label Hinterveld with high-quality mohair blankets will also be a highlight. Progressive interior trends can be expected from Kas of Australia. Their collection comprises decorative cushions and bedding with a young design. Trendy influences from Japan are provided by Marushin in the form of individual decorative cushions. Visitors can also look forward to Welspun from the UK, which will present its new bathroom and bed linen line.

Driven by the ever-increasing importance of contract furnishing, Heimtextil is expanding its position as a top innovation and knowledge platform for textile solutions in architecture and hotel furnishing. Those responsible for organising the trade fair are supported by an international think tank and are planning a number of presentations, information-related offers and networking opportunities for January 2018 under the title 'Interior.Architecture.Hospitality'. In addition to a high-quality programme of talks, this also includes industry-specific trade fair tours, a special exhibitor guide and a meeting point where architects, interior designers and hotel furnishers can network. (KD)