

# Tendence 2020

## Lifestyle trends and worlds of inspiration

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Foto: Tendence

***Buyers at Tendence in Frankfurt can look forward to unusual ideas and lifestyle and trend products – all related to interior design, gifts and home accessories.*** For four days, Tendence will be offering a vast array of incentives and worlds of inspiration to meet the needs of customers – all arranged by retail channel, lifestyle and target group. The line-up will range from individual product displays to innovative product lines for customers' own shops. But Tendence will also focus on the pre-order business, presenting the latest trends for spring and summer 2021, both for major distributors and specialist chain stores. So there are plenty of good reasons to travel to Frankfurt from 27 to 30 June 2020.

“The way consumers obtain information has changed, and so have their buying patterns. This means more than ever before that retailers need to rethink and take specific action. By setting up various districts and highlighting different lifestyles, we are helping retailers to rethink and create even more creative product lines. The exhibitors' product presentations will be perfectly matched by a highly varied complementary programme,” says Philipp Ferger, Tendence Group Show Director.

**The Style City** in Hall 12.0 will intentionally highlight certain products, providing contemporary

inspiration. It will be a place where visitors can immerse themselves in a variety of lifestyle areas, each with the right incentives for making purchases. Whether it's the modern, urban, cosy or adventure lifestyle area, each buyer will find exactly the right style for their own business. From Tendence 2020 onwards, **the Design City** product area will be integrated into the Style City as a lifestyle area.

**The Sunshine Estate** in Hall 11.0 will be showcasing the new trends which are set to dominate spring and summer 2021. Exactly the right products for every season of the year and for every style can be found by buyers visiting **the Moment Market** in Hall 12.1: they can browse decorative items for the entire year, for every occasion and for almost every moment.

On all four days of the trade fair, a vast amount of inspiration for your own business, as well as new perspectives, will be on offer at numerous events and in various areas. These will include the Tendence Academy, the promotional programme Talents and the exhibition accompanying the competition *Form*, as well as the ConzoomSolutions@Tendence area, the Frankfurt Style Award and the lifestyle conference Pioneers of Lifestyle, to name but a few.

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### Links

- [Tendence](#)