

creativeworld

24 trends

messe frankfurt



Calm Essentials



Funny Styles



Vintage Vibes

sustainable, nostalgic, vivacious. The longer we sit in front of our devices staring at our screens, the more we yearn for artisanal skills. In our digital everyday lives, being creative gives balance and makes us appreciate things anew. An extraordinary re-evaluation of values is taking place. Traditional role models are dissolving as we see more and more young men making and quite happily wearing jewellery and other accessories.

Ultimately, these trends make a statement against the current throwaway society and use upcycling to breathe new life into used pieces in imaginative ways.

The Creativeworld Trends 2024 build a bridge to manufacturers in the crafts market and inspire them to play with new and unconventional ideas: When we work creatively combining colour, fun and humour, we increase our enjoyment of life!

1
Calm Essentials

2
Vintage Vibes

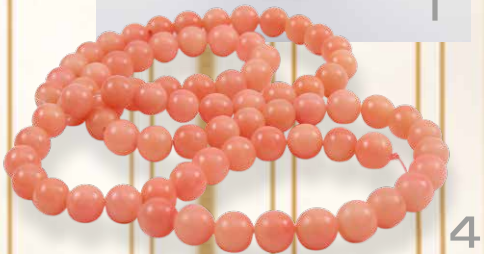
3
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Less is more! The quality of the materials is crucial here, which is why only superior materials such as merino wool, cashmere and mohair are used – see for instance these knitted items (9). The emphasis is on the natural and the authentic, for example in the mixture of light and dark clay for beautiful purist ceramic works (6). Restrained colours from off-white, ecru and shades of grey to black combine well here – and strong ochre and a charming, delicate red set warm accents (3+4).

Simple sketches and structures become reduced motifs. Graphic embroidery, accentuated edges and stitched lines and checks add sophisticated colour accents and stylishly enhance fabrics such as existing cushions and linen blouses (2+5+8). Minimalism is also apparent in the jewellery design using rodbeads to create a simple ring (7). Drawings with coloured pencil, chalk and fineliner pen enhance greeting cards. Carved linoleum and eraser stamps can be used for single motifs as well as two-dimensional patterns (10). Sculptural forms made of plaster, clay or concrete take us into the third dimension. Here, experiments with cast-in materials such as paper can create subtle effects (1). Simple and surprising!

Calm Essentials



2 Vintage Vibes

Nostalgia is experiencing a revival! Heirlooms and flea market finds are artfully transformed into new favourite pieces. Textile designs, paper and ceramics are attractively altered, painted and embroidered or serve as stencils (5). Old buttons are made into unique and unconventional stamps for sealing wax (2). Floral motifs give simple second-hand objects a nostalgic and sentimental feel. Everything here is enchantingly transformed with the use of imaginative, creative techniques. For example, one motif is reminiscent of the typical hatching on old copper engravings (1). Elsewhere, elegant flower silhouettes are transferred with a brush onto delicately striped bed linen (9). Decorative stitches transform coloured cardboard into lyrical paper flowers (7).

There is a growing passion for things with vintage appeal. Fine old tablecloths become fashionable accessories, and ornamental cups and sugar bowls are transformed into original candlesticks (3+6). In fashion, feminine details are crossing the gender spectrum – with jewellery such as brooches, self-threaded pearl necklaces and embroidery details appearing on masculine shirts (8). A blouse with a large bow is composed from two typical men's shirts (4). Freed from gender categories, it can be worn to the office any day.

Vintage Vibes

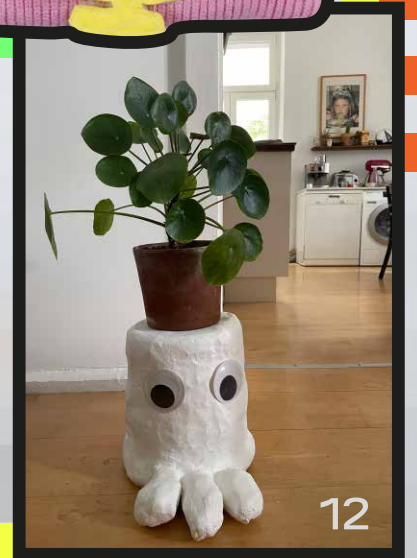
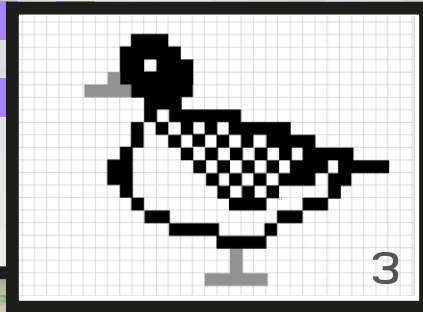
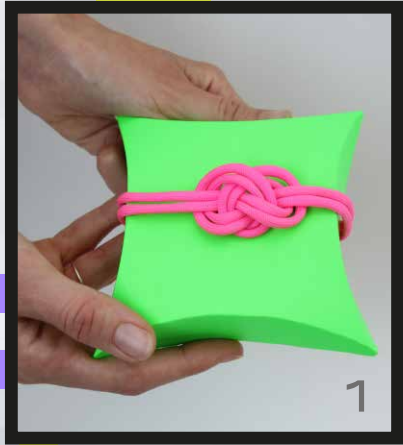


3 Funny Styles

Humour and exuberance are the inspiration! Strong, high-contrast designs radiate cheerfulness, liveliness and energy. With dynamism and a twinkle in its eye, this style mixes different materials, contrasting colours and distinctive motifs. Spontaneous, intuitive patterns and energetic neon tones take centre stage, as in the mobile phone case with eye-catching beads in the form of a carrying chain (5). Brightly coloured accessories knotted from paracord also appear here (10).

Japanese lucky knots catch the eye and, in combination with the striking gift box, they become a colourful team (1). Graffiti effects, cartoon prints and the characteristic black outline are strong design elements (2+9). Well-known comic motifs and funny animal figures such as the duck and Lucky Cat serve as stylised embroidery, knitting and painting patterns (7+8). Pictograms and pixels as motifs are also in the spotlight (3). Legoletter printing, for example, follows exactly this aesthetic (4). Lively, playful and humorous – why shouldn't a pair of socks have two unequal sides (6)? Perfection is not the yardstick here. Even when modelling, the surfaces can be uneven (11+12). Charmingly imperfect!

Funny Styles



Experts at work

Stilbüro bora.herke.palmisano addresses contemporary themes with personal passion. From their design perspective, the trend scouts identify the techniques, materials, shapes and colours that are most relevant to the retail trade. Their industry experience offers a solid foundation for ensuring that the forecasts for the new season reliably reflect current consumer wishes and market developments. Last but not least, they also try out all the materials and new craft ideas themselves so that they can present their experiences and creative results at the special show and in their lectures with conviction.



annetta palmisano, cem bora, claudia herke

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Trends: stilbüro bora.herke.palmisano

Creativeworld

Messe Frankfurt Exhibition GmbH
Postfach 150210
60062 Frankfurt am Main
creativeworld.messefrankfurt.com

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