**Press release January 2023**

**DecoTeam: Hotspot at Heimtextil**

**With fresh spring colors, inspiring interiors and a unique event program, DecoTeam is once again the meeting place at Heimtextil. The focus is on inspiring trade fair visitors with a trend experience and the great added value of the impulse lecture, the talk rounds, the workshops and the individual video production for interior decorators - an event program that has never been seen before in this dimension! The new joint concept integrates the members perfectly and allows visitors of the trade fair to enjoy a great overall experience of DecoTeam on almost 2000sqm.**

"Green Affairs" is the big topic at DecoTeam, focusing on sustainability in all its facets, with a focus on textile natural materials, on sustainable creation and recycling processes, and on the functional, energy-efficient benefits. The current theme is presented in a modern and chic way in atmospheric and inspiring interiors, in the current color and style themes PURE SIMPLICITY, MODERN ELEGANCE and SUMMER VIBES, which were derived from the trends of the Heimtextil International Trend Council. PURE SIMPLICITY appeals in monochrome color worlds and textile charm. White and greige set the tone for the window decoration in Unland's cross-product design. The textile look at the window underlines the coziness and brings a feeling of well-being. In noble anthracite and off-white the new Cradle to Cradle Bronze certified roller blinds of Erfal set tasteful and stylish accents at the window. And with the fabrix collection, which stands for sustainability and great room acoustics, Buchheister, in combination with Höpke and Paulig, implements the pure theme in a warm feel-good atmosphere.

MODERN ELEGANCE stands for an elegant modernity with a touch of luxury. The theme was staged, by Apelt, with an opulent with fringed borders processed plain fabric, which is complemented with classic striped designs. A special highlight is the bed linen Dorothy, GOTS certified in a large magnolia blossom design. MHZ stages the theme with roller blind Merel in Missoni look, made from recycled PET bottles. In the spotlight the modern sideboard ARTMODUL by MHZ.

SUMMER VIBES creates a summer mood - all year round. Indes stages the window decoration in the pattern mix with a floral and retro design, combined with an orange textile braid. The duo is complemented with a lattice blind, made from recycled yarns. Moreover, the Bandex tapes that stage the right drape are also Cradle to Cradle certified. English Decor presents the theme in light shades of sorbet and the indoor and outdoor collection Olymp made of recycled material as a cozy chill -area.

The proper mix&style to the scenes is brought by the upholstery fabrics from the latest Höpke collections as well as the valuable Makalu rugs and hand-woven shear wool carpets from Paulig since 1750.

**Infotainment at its best**

Monika Winden, interior designer and social media expert, will give an exciting insight into the opportunities and possibilities of social media marketing with many best-practice examples in the keynote lectures, which will then be directly implemented in the workshop to make the trade fair visitors prepared for the digital challenges.

Within the trend scenes, filming will take place, reels and videos will be created, You Tube shorts will be edited, the new trends will be implemented in stop-motion collages, posted, followers will be gained directly and much more. Hereby the specialized retail trade receives more digital visibility and can tie in at the same time with the publications of the current trend topics in the well-known Living Magazines . In addition, there are many ideas for content development that can be easily implemented in the coming months. At the booth of ZVR, partner within DecoTeam, the sketching workshops of the Akademie Ruhr will be a highlight. And the production of the video "Interior decorators with passion" with individual sequences, recorded in the film box by the MZE film crew, underlined the great added value that DecoTeam, together with partners MZE, RZ Trends Interior Design as well as the ZVR, offers trade fair visitors.

The information and documents on the workshops as well as a summary of the lecture Social Media Marketing will soon be available on the website www.decoteam.de. Thus, the atmospheric photos of the interiors can also be used for individual marketing campaigns, for social media and for customer consulting.

DecoTeam, with its great value-added program, is also textile LifeStyle and Fashion Feeling. And the fact that good communication also offers a lot of inspiration is something that trade fair visitors can experience at the DecoTeam Bar. The Happy Hour with saxophonist Kathie Monta not only brings a great atmosphere, but also underlines the importance of DecoTeam as a meeting place for the industry - as the "place to be" at Heimtextil!

DecoTeam Members:

Apelt

Bandex

Buchheister

Englisch Dekor

Erfal

Indes Fuggerhaus

MHZ

Paulig

Unland

DecoTeam Partners:

Heimtextil

Höpke Möbelstoffe

MZE/2HK

RZ Trends Interior Design

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