**Press Release October 2023**

**DecoTeam: Setting the Tone at Heimtextil**

**Colourful Affairs** is the DecoTeam theme for 2024, putting new atmospheric colors and surprising color combinations at the forefront. It serves as a great source of inspiration, after many years of pure Scandi styles and emphasizing the atmospheric impact of colors, inspiring a desire for change. Expressive stagings are presented in a textile modernity featuring curtains, decorative and upholstery fabrics, sun protection solutions, and floor coverings with a focus on sustainability and functional advantages. Whether it's textile natural materials, sustainable production and recycling processes, or energy-efficient benefits, sustainability is a core principle within the DecoTeam. An ultimate highlight is the DecoTeam Infotainment Program, the service offering for trade fair visitors to kick off a successful new year 2024. Trend inspiration, impulse lectures, workshops, theme day "Create the Future" with lectures and industry talk, Meet the Experts -Day, networking and more, offer exceptional added value.

**Trend-Inspiration**

With Colourful Affairs, DecoTeam presents a creative trend inspiration at the Season Opening, drawing from the trends of the international Trend Council of Heimtextil. This inspiration is showcased in popular styles and brand-new color concepts, offering numerous ideas for customer implementation.

**Blush Colours - Elegant Living** symbolizes modern luxury and contemporary elegance, featuring subtle shades in Apricot, Melon, Cotton hues, Aquagreen, Blue, Petrol, Mint, complemented by cream tones, presented by Indes Fuggerhaus, Englisch Dekor, Erfal, Höpke, and Paulig.

**Natural Colours – Cosy Living** brings natural modernity and comfort to every home. Earth tones, creams, beige, caramel, greige tones, harmonious accents in black and white or soft blues, aquagreens, rose shades, nature-inspired elements, relaxed linen looks, textured fabrics, from Alpine chic to beach house or modern Mallorcan style, presented by Unland, Buchheister, Höpke, Paulig, and Infloor Girloon.

**Signature Colours- Vibrant Living** represents a luxurious modernity with expressive patterns and intense colors. It offers an exciting blend of patterns and colors, surprisingly contrasting yet harmonious, chic and trendy, presented by Apelt, MHZ, Höpke, Paulig, and Infloor Girloon.

**Emell Gök Che x DecoTeam**

The inspiring setups will be presented on the first day of the trade show, Tuesday, January 9, 2024, by TV star Emell Gök Che, known from the successful ZDF docutainment series "Mein fabelhaftes Ferienhaus." The creative interior designer is currently filming the second season of the ZDF series, which will be broadcasted in 2024. In the DecoTeam, together with Miriam Medri and the visitors, she will creatively implement the trend themes in collages and for social media in the creative workshop. **Let´s go DecoTeam – further information coming soon on** [**www.decoteam.de**](http://www.decoteam.de)

**Free admission tickets for Heimtextil can be obtained through the Heimtextil value-added program:** [**www.heimtextil.de/mehrwert**](https://heimtextil.messefrankfurt.com/frankfurt/de/programm-events/mehrwert.html)

**The code is: HMDE24**

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With Colourful Affairs, DecoTeam presents inspiring color themes that are reflected in the atmospheric and inviting forum design.

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Emell Gök Che, TV star and interior designer, presents the current trend themes at the DecoTeam on the first day of the trade show. © Studio Artemell

DecoTeam-Members:

Apelt

Buchheister

Englisch Dekor

Erfal Höpke Textiles

Infloor Girloon

Indes Fuggerhaus

MHZ

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Unland

DecoTeam-Partner:

Heimtextil

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RZ – Trends Interior Design

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