



**Press release**

**January 2024**

### **DecoTeam – Hotspot Heimtextil**

With the atmospheric trend presentation Colourful Affairs, an outstanding infotainment program on the subject of social media marketing, creative work areas, the inspiring industry talk, the Meet the Experts know-how offensive and much more, visitors to the trade fair received great inspiration to kick off the new year. DecoTeam is the industry's meeting place and once again the ultimate highlight of Heimtextil. DecoTeam, the leading suppliers of curtains, decorative and upholstery fabrics, sun protection and textile floor coverings, presented their new collections and innovative concepts on a total of almost 2000m<sup>2</sup> - a great and comprehensive range for holistic interior design.

The current trend theme Colourful Affairs was the creative inspiration in expressive stagings, a textile modernity and trendy styles that trade fair visitors can implement directly. With new atmospheric colors and surprising color combinations that bring a desire for change: sometimes blush, noble and stylish, in a subtle color scheme, sometimes cozy and natural in light cream and natural nuances as well as in signature colors expressive, extravagant and with a touch of luxury! The curtains, decorative and upholstery fabrics, sun protection and floor coverings all impress with their sustainable values and functional benefits. With a passion for textiles, the creative stagings were presented on the first day of the fair by charming 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 broadcast in 2024.

The DecoTeam event program developed into a unique service and know-how offensive. The keynote speeches by Ann-Kathrin Schmidt provided an insight into the various social media platforms. The work



area with social media expert Markus Fischer subsequently addressed the creation of a social media plan, the development and implementation of a strategy with many tips for appealing and relevant content, including visual content. The trending topics for Instagram&Co were then implemented with the creative support of interior designer Miriam Medri and the active trade fair visitors were rewarded with a voucher for a 3-month social media training course. The aim is to support trade fair visitors and specialist retailers in the online presentation that is necessary for success in specialist retail. Learning by doing - directly from and after Heimtextil!

Changes in the retail sector were also addressed in the major industry talk, which was moderated by Bettina Grüninger (Managing Director of Texoversum LDT Nagold). The successful interior decorators and interior designers Peter Heerd (HEERDT Einrichtungsweisend), Lisa Reitz (Reitz Lebensräume), Sarah Lauton (Wohnwerk in der Natur by Rupprich) and Kerstin Vogel (Vogel Raum und Bett) presented their successful concepts - all with clear positioning, high quality advice and great expertise and commitment in presentation - including online! - a recipe for success that generates a multitude of opportunities. The large and lively discussion panel was complemented by the experts Ann-Kathrin Schmidt (FHR-Verbund), Karin Mauro (RZ Interior Design), Helmut Stauner (MZE), Ralf Vowinkel (ZVR) and Henning Ruf (Kaiser EDV).

With "Meet the Experts" keynote speeches, all exhibitors within DecoTeam gave an insight into relevant topics at their booths. From energy efficiency, smart homes, sustainability, acoustics, performance and flame-retardant textiles with an insight into standards to the development of creative designs, digital presentations and digital solutions to increase efficiency. This service and know-how offensive also specifically invited the young generation, who were able to experience first-hand how exciting the topics and job profile of interior designers are.

DecoTeam - that's experiencing the trade fair live, trend inspiration, the unique added value of the infotainment program, awarding the



best with the Heimtex Star, exchanging ideas with the industry and much more for a great start into a successful year!

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**Contact person for press: BS Werbung PR, Im Küppersfeld 2, 40667 Meerbusch  
Tel: 02132 80654 Mail: [b.schlenker@bswerbungpr.de](mailto:b.schlenker@bswerbungpr.de)**