**Press release September 2024**

**DecoTeam: Trend inspiration Style Affairs**

**Style Affairs** is the DecoTeam theme for 2025, which focuses on new styles, trendy lifestyles and fascinating colors. DecoTeam like styles will be presented in expressive interiors at Heimtextil as a holistic interior concept with finely coordinated curtain and decorative fabrics, upholstery fabrics, sun protection, textile floor coverings and textile accessories. A textile experience that brings the atmosphere of the different styles to life, while at the same time offering great value with functional benefits, sustainable values and plenty of comfort and well-being. Visitors to the trade fair will receive great inspiration for the start of the new year with all product groups relevant to the specialist retailer and the latest collections for high-quality textile interior concepts!

**PURITY** presents the new retro feeling, a modern luxury and modern elegance, right through to the space age look. Graphic designs, the interplay of geometric shapes, sensual fabrics with sophisticated textures and the expressive colors Bordeaux, Orange and Cyan create a completely new purist look with a great sense of well-being, staged by Erfal, Englisch Dekor, Höpke, Paulig and Infloor-Girloon.

**Cosiness** appeals with a very natural look, sometimes in summery fresh pastels, sometimes in elegant yade nuances, sometimes in neutrals from beige to taupe with accents in yellow. Natural sheer fabrics, linen looks with textured surfaces, boucle looks, velvets and more achieve a natural, casual modernity, presented by Unland, Indes, Buchheister, Höpke and Paulig.

**Luxury** stands for a color-intensive modernity with expressive colors and designs, luxurious, chic and exciting at the same time. Whether in intense orange and bordeaux tones or in elegant aqua and lime nuances with stylish contrasts in black and white - always setting the tone, staged by Apelt, MHZ, Höpke and Infloor-Girloon.

  

Cosiness, Purity and Luxury are the new styles that the DecoTeam will be presenting in Hall 3.0 from January 14-17 at Heimtextil.



Miriam Medri, Interior Designer:

Style Affairs presents a new way of living. Lifestyle concepts that tell stories and offer many textile, functional, energy-efficient and sustainable benefits. Whether intensely colorful and expressive or elegant in calm tones - Cosiness, Purity and Luxury make you want to live, to have the courage to furnish and to create new color concepts - and also to design differently from time to time!

DecoTeam-Members:

Apelt

Buchheister

Englisch Dekor

Erfal Höpke Textiles

Infloor Girloon

Indes Fuggerhaus

MHZ

Paulig

Unland

DecoTeam-Partners:

Heimtextil

FHR

Kaiser EDV

MZE

RZ – Trends Interior Design

ZVR

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