

ambiente

Ambiente Giving: Largest selection and range around the world of gifts

Frankfurt am Main, November 2023. Ambiente Giving welcomes visitors to the world of presents and personal accessories: whether trendy gifts, stationery, greetings cards, writing utensils, school supplies, bags or souvenirs - with the variety at Urban Gifts, Stationery & School, Hall 4.2 becomes a place-to-be for all forms of trade. The special presentation Ms. Paper & Friends once again shows how a fresh mix of assortments can inspire customers directly at the PoS.

"With around 300 exhibitors in Hall 4.2, visitors to Ambiente Giving at Urban Gifts, Stationery & School can expect an exceptionally diverse, high-quality and attractive range of products for both core and additional assortments. In addition, we offer a unique platform here with the greatest density of international writing utensil brands and high-quality stationery", emphasises Yvonne Engelmann, Director Ambiente Living, Giving & Working. Caran d'Ache, Cleo Schreibgeräte, Diplomat, Distri-Brands, Hugo Boss, Kaweco, Maybach, Monteverde-Conklin, Platinum Pen, Rubinato and Waldmann, among others, will be exhibiting top-quality writing instruments. More stationery innovations will be presented for example by Artebene, Lindocastelli, Masking Tapes, Perleberg, Rössler and Trodat. Exhibitors at Urban Gifts include Avolt, Kikkerland, Lund London, Printworks and Troika. António Augusto Correira, Erich Krause, Factis and Main Paper, among others, will be presenting the latest trends in school supplies.



Pure diversity: at Urban Gifts, Stationery & School, around 300 exhibitors show attractive ideas for core and supplementary ranges - including a strong paper, office supplies and stationery range. Photo: Messe Frankfurt/Thomas Fedra

Highlight Ms. Paper & Friends: Sustainable ideas for attractive assortment design in concept store look

The special presentation Ms. Paper & Friends enriches Ambiente Giving with fresh and sustainable ideas - not only for assortment design, but also for shop fittings and the staging of merchandise. The area will feature an assortment curated by Angelika Nierstrath with a fine selection of stationery, books, gifts, accessories and home decoration in an unusual setting. The focus on a preferably sustainable product selection is supported by used shop furniture and selected vintage objects, which this time form the stage for the playful assortment presentation.



Ms. Paper & Friends brings fresh, sustainable ideas for 2024 for product presentation, assortment design and shop fittings. Photo: Messe Frankfurt/Thomas Fedra.

"The fact that resources are massively conserved through the recycled furnishings is by no means an accidental side effect, but a deliberately sustainable approach that can be transferred to many forms of retail. Plants and flowers also enliven and enrich the assortment in a sustainable way," says the curator. Ms. Paper & Friends demonstrates that surprising and highly attractive assortments can be created with a bold, individual product mix - be it in paper shops, concept shops, museum shops, design shops or bookshops. A special invitation goes out to visitors from the floricultural sector, who will find interesting and sales-promoting additional ranges here.

Ambiente will continue to be held at the same time as Christmasworld and Creativeworld at Frankfurt Fair and Exhibition Centre:

Ambiente/Christmasworld: 26 to 30 January 2024

Creativeworld: 27 to 30 January 2024

Note for journalists:

Discover inspirations, trends, styles and personalities on the www.ambiente-blog.com/ and further expert knowledge on Conzoom Solutions.

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