

Press Release

Fresh impulses at Sicam 2024 Schattdecor focuses on four new trends

Schattdecor (Hall 6, Booth A30/A34) is focusing on four new trend themes at this year's Sicam. Building on the current "Freiraum" trend concept, they reflect new ideas and trend movements seen at the Milan Furniture Fair in the spring. Particularly noteworthy: some of the new décors are based on Schattdecor's successful "Concept Sense+" format, in which décor developers and customers work together on emerging trend themes paving the way for the future.

Trade fair concept

A new approach to the booth concept optimally showcases the four related trend worlds – each theme explained in its own color and material collages. Overall, Schattdecor is delivering a compelling concept that underlines the unique design and consulting expertise as the world market leader. For the customers, additional storytelling and insights into trend research provide security and confirmation on the way to move forward.

New trends at Sicam

The four trend worlds show a rich diversity: picking up on current inspiration and ranging from minimalist decors ala "Japandi" to more expressionistic layouts. Particularly enticing is the interplay with other natural source materials, leading to the creation of new surface looks which stem from design trends based on new aesthetic and material acceptance.

Innovations & bestsellers

The decors shown in the four trend worlds are almost all new developments. These include some decors that were designed during the "Concept Sense+" workshops at the latest Sicam and Interzum. Once again, this year, there will be the opportunity to talk to the design, sales, and decor development teams at the Schattdecor booth about new decors that are currently being created and developed. With its range of new, modern decors, based on current ideas and trends, and its 1:1 work with customers and the market, Schattdecor is underlining its expertise as the contact for design and advice with this year's Sicam appearance.

Global Essentials

In addition to the four new trend themes, the decor developer is focusing on its international "top seven", which have successfully established themselves in the market since Interzum. They have been rated as "very good" by both customers and markets and have all shown great potential – combining quality and timeless design while winning the trust of customers and consumers. Sustainable because they are durable, these products could be the next bestsellers. You can find the current collection online at: <https://global-essentials.schattdecor.com/>.

See for yourself: meet the Schattdecor team from October 15 to 18, 2024 at Sicam in Hall 6, Stand A30/A34 and immerse yourself in four exciting new trend worlds.