

8th
EDITION

THE NEXT LEVEL



27–29 June 2026

The innovative
lifestyle & interior showdays

→ HOME, DECO & FASHION

→ GIFT & PAPER

→ COOK, EAT & DRINK

→ OUTDOOR & LIVING

www.trendsupwest.com



TRENDS UP WEST

THE NEXT LEVEL

Showdays:

27–29 June 2026

Saturday: 10 AM – 6 PM

Sunday: 10 AM – 6 PM

Monday: 10 AM – 5 PM

Showdays Location:

40549 Düsseldorf

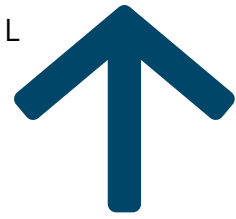
AREAL BÖHLER Kaltstahlhalle
and Alte Schmiedehalle

Hansaallee 321



Willo Blome (*blomus*), Florian Burghard (*Sompex*) und Marco Hübeker (*fleur ami*) are the initiators of TRENDS UP WEST.

EDITORIAL



The Next Level – 2026

Dear Exhibitor Colleagues,

The West has its own major trend show – and the last **TRENDS UP WEST** proved that impressively. **Over 3,100 trade visitors** came to Düsseldorf to experience a consumer goods event in a truly unique atmosphere.

After the pandemic, we carefully considered how to make **TRENDS UP WEST** future-proof. We never doubted the format itself – the key was in the timing. Now firmly established in the second half of the year, the show has become the number one consumer goods fair in western Germany. It's where new products for the coming year are first presented – and the interest of visitors in discovering the diversity of over **300 exhibitors** and **450 brands** remains strong.

What matters most to us is the **community spirit**: We're not a traditional trade fair company organizing from the top down. **TRENDS UP WEST** is created through dialogue – together with exhibitors and visitors. They are the ones shaping the market and knowing what truly counts.

A boutique fair with esprit, charm, and a high-quality, diverse offering.

That's what the **TUW community can look forward to in 2026** – during three full showdays from **June 27 to 29, 2026**.



Contact the **TRENDS UP WEST** project management team:



Christian Kasch

Mail: christian@trendsupwest.com

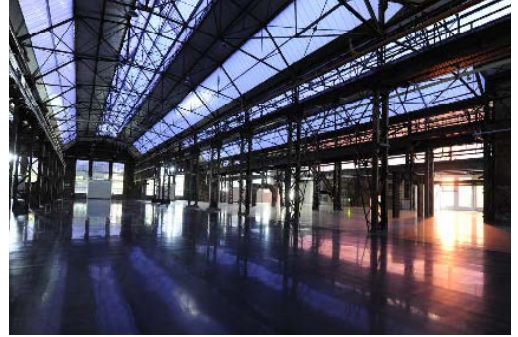
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T H E N E X T L E V E L



CONCEPT



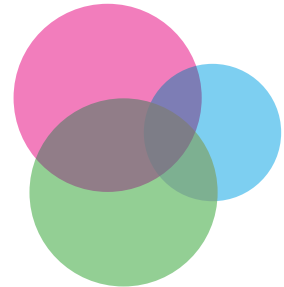
The top order event in the West – with fresh impulses for 2026!

What once began as a creative response to the challenges of the coronavirus pandemic has long since established itself as a fixture in western Germany. **TRENDS UP WEST** stands for a **special atmosphere** of **partnership** and an **innovative hybrid concept combining a showroom and trade fair**. In 2026, we will continue to set new standards with an event that inspires, motivates and brings retailers together in an unconventional way.

+ SYNERGIES

A win-win situation for everyone involved!

We combine our strengths and create synergies that are tailored precisely to our concept. With customisable, **cost-effective exhibitor packages**, we create an atmosphere that feels like a gathering of friends. **Our goal:** to inspire and motivate you, and to be successful together!



CONTENT

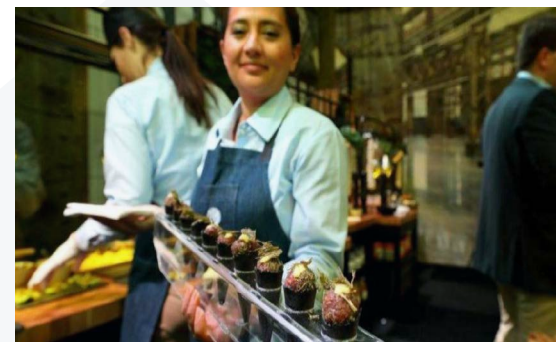
+ Coherent exhibitor packages

With a stand area of **20 m²** or more, a fair price-performance ratio and a genuine all-inclusive package, your participation will be a success – **uncomplicated, efficient** and **effective**.





www.broich.catering



+ ALL INCLUSIVE our exclusive exhibitor support!



Why make things complicated when they can be simple?

With our **full-service** principle, not only is your place at the event secured, but you also get a genuine **all-inclusive package**: from a **variety of snacks**, **coffee drinks** and **infused water** (all other drinks are available for a fee) to **power connections**, **internet access** and **parking** (where available) – **everything is included**. Accompanying **marketing** is also included: we use **social media**, offer virtual **360° online visits** and ensure maximum visibility – before, during and after the event.

This allows you to concentrate fully on what matters: your customers and **good business**.

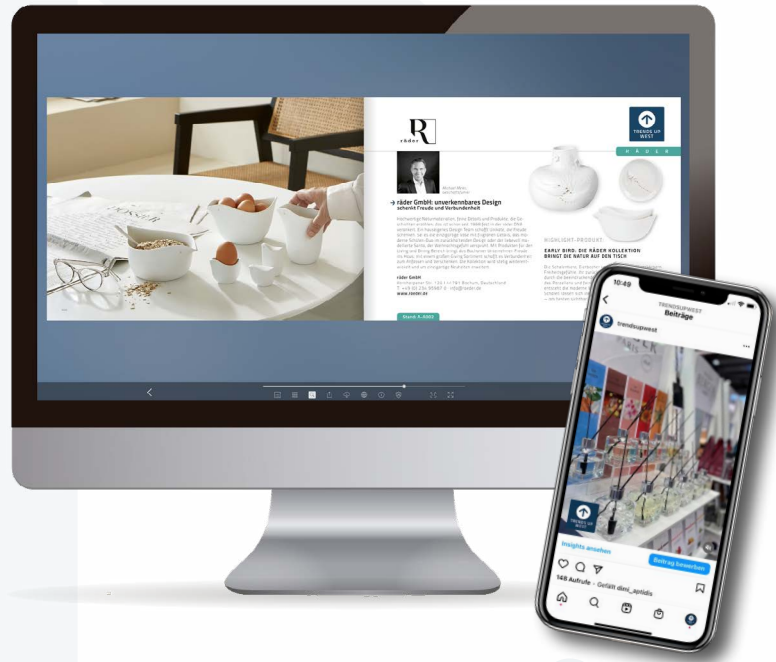




FEATURES



BUNDLED
MARKETING



Promote together – achieve more!

Whether it's a digital **exhibitor catalog** for your own invitation emails or eye-catching campaigns on **social media**: A joint appearance saves costs, increases visibility, and ensures strong visitor numbers.

We combine our reach – for maximum impact!



ENTRANCE

**Planning security & quality –
with a fair admission price**

A small admission fee was introduced at the last few events – and that was absolutely the right decision! This has further improved the quality of visitors and also fairly cushioned the impact of increased energy and operating costs.

The same applies in 2026:

Season ticket for admission **€20** including snacks & drinks. **Early bird** season ticket (until 12 June 2026) for admission **€10** including snacks & drinks..

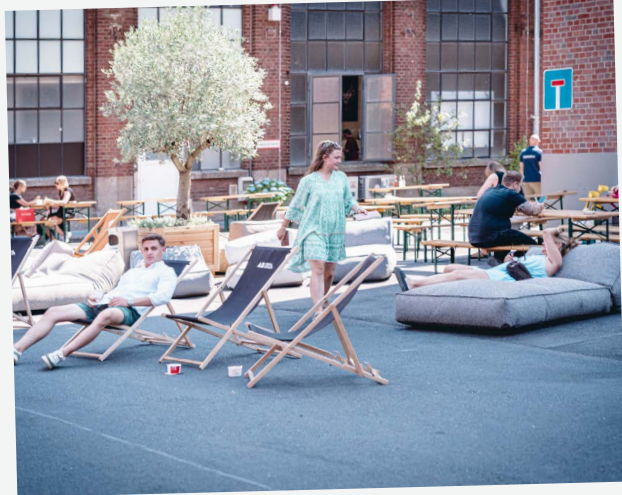
For your customer communications, **voucher codes** are available from just **€10**, ideal for personal invitations!





SATURDAY

GET TOGETHER EVENING



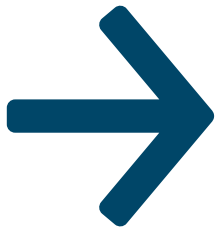
Networking in a relaxed atmosphere on Saturday evening

The later the evening, the better the conversations! On **Saturday, 27 June 2026**, **starting at 6 p.m.**, we invite all **exhibitors** and their **customers** to a **get-together** evening. In a relaxed atmosphere with good music, we will end the trade fair day together – and create space for **genuine networking**.



Convinced? Then join us!
info@trendsupwest.com

THE NEXT LEVEL



LOCATION



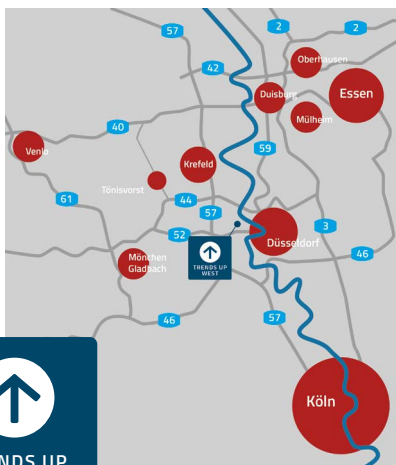
15,600 m² in three halls – space for tomorrow's ideas! Our shared mega event location

With the **KALTSTAHLHALLE**, the **ALTE SCHMIEDEHALLE** and the **Halle am Wasserturm**, **AREAL BÖHLER** offers ideal conditions for an extraordinary event in the western metropolitan region.

Location: Düsseldorf-Meerbusch – only 50 km from Cologne and 45 km from the Dutch border. Perfectly accessible via the A57, A52 and A44 motorways.



Jetzt auf 15.600 m²





28–30 June 2025

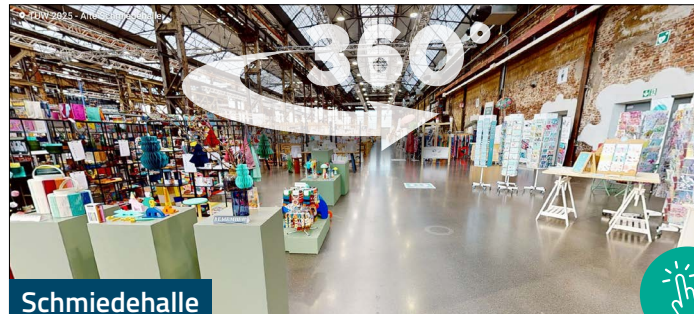


TRENDS UP
WEST



Kaltstahlhalle

Virtual tour
Kaltstahlhalle



Schmiedehalle

Virtual tour
Schmiedehalle



Character meets function – the perfect stage for TRENDS UP WEST

Since its comprehensive renovation in 2012, the largest event location at **AREAL BÖHLER** shines in modern splendor. The combination of industrial charm, sturdy steel beams, and light-filled roofs gives the **ALTE SCHMIEDEHALLE** its unmistakable character. Since 2024, the **KALTSTAHLHALLE** has also been part of **TRENDS UP WEST** again – as the central heart and main entrance of the event.

The **HALLE AM WASSERTURM** will serve as the catering area in 2026 and is easily accessible from all halls.

THE NEXT LEVEL

BRANDS



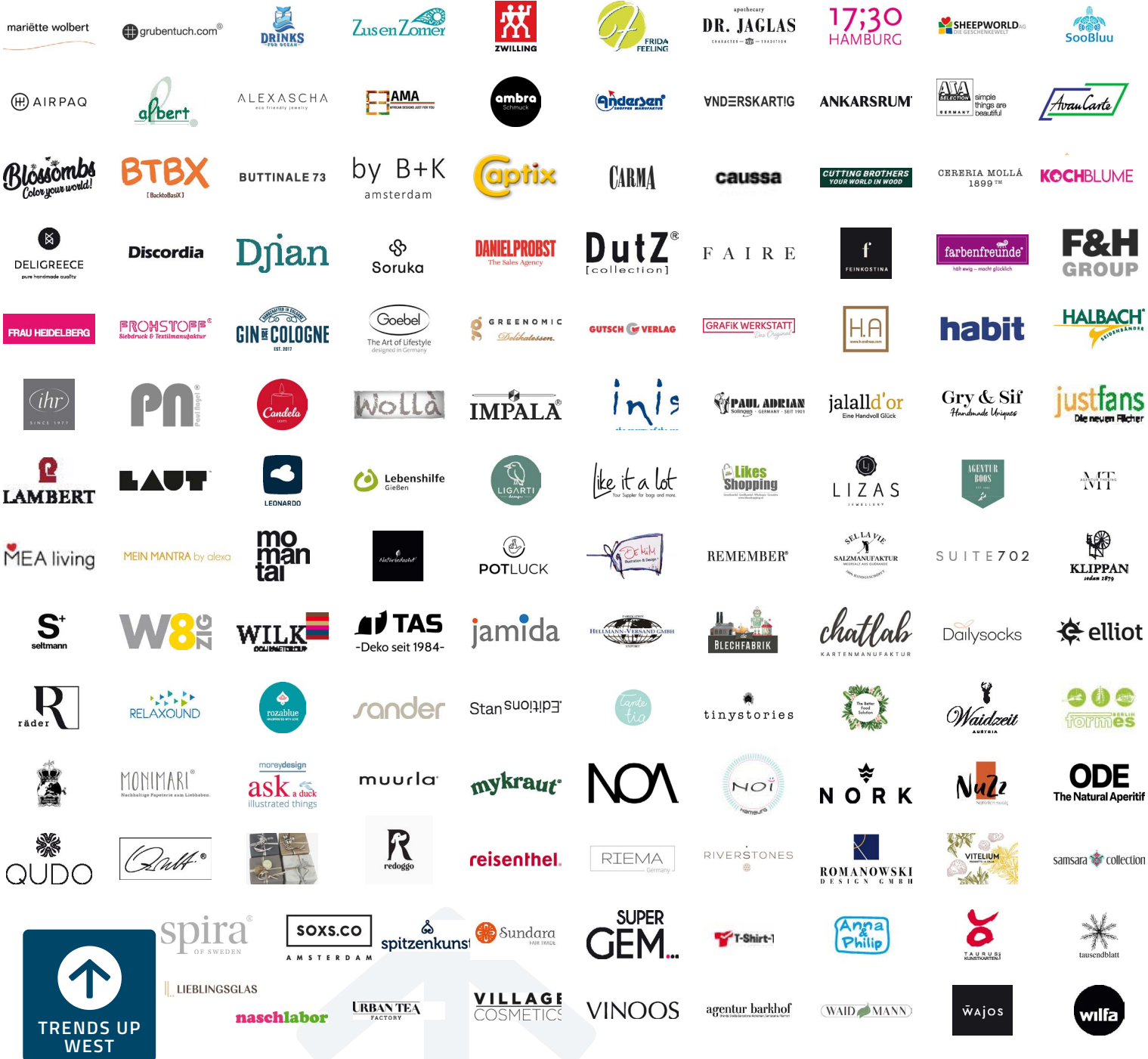
With the best company
Renowned brands at TRENDS UP WEST



→ HOME, DECO & FASHION



→ GIFT & PAPER



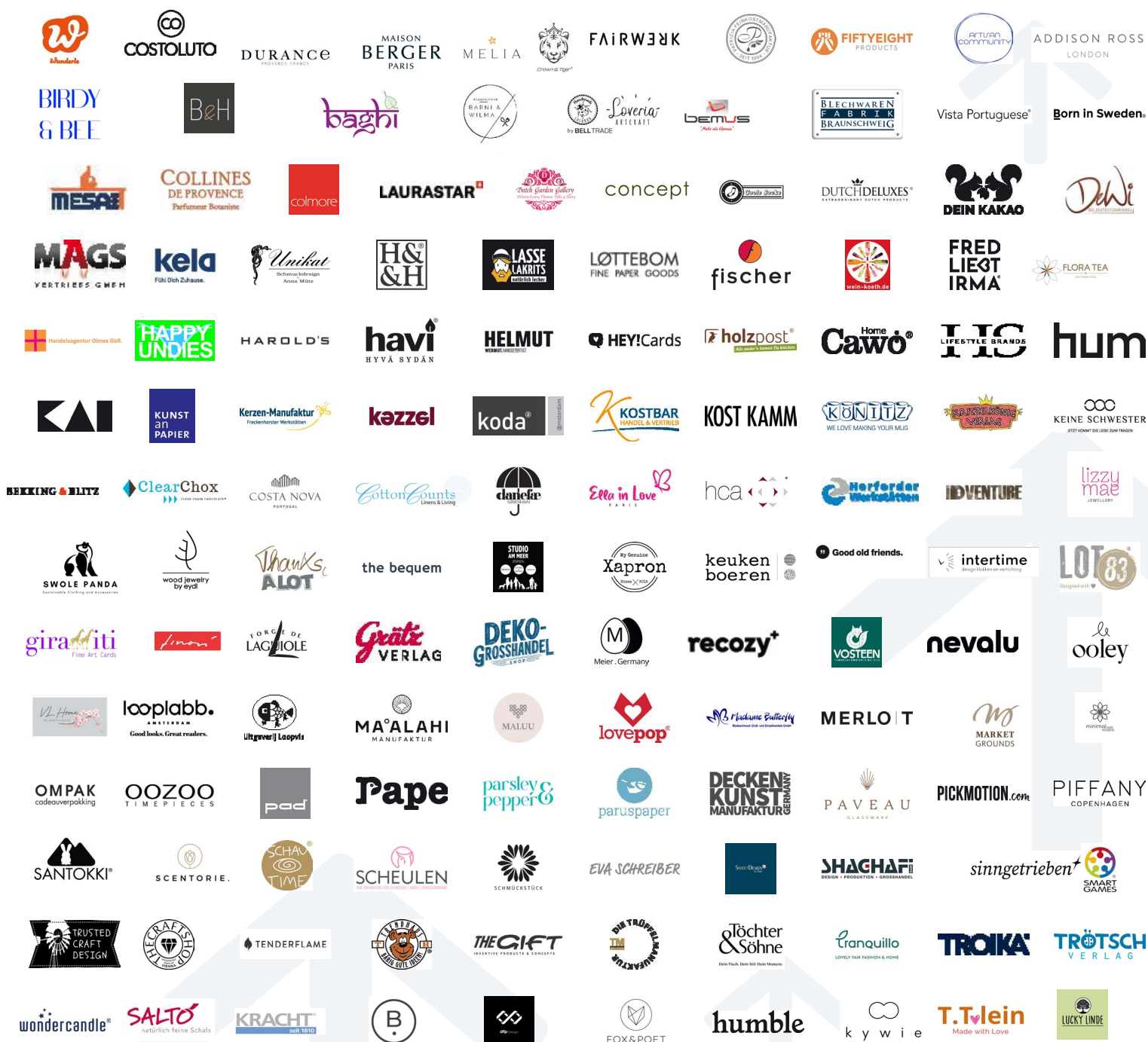
Many strong brands and innovative products ensure that the event has a positive public image. A selection of previous participants:



→ COOK, EAT & DRINK



→ OUTDOOR & LIVING





Newcomer



TRENDS UP WEST – launching pad for emerging brands

TRENDS UP WEST has established itself as a **real incubator** for **newcomers** and **start-ups**. **Small, creative brands** get the chance to show off their innovative ideas and products to a wide audience of experts – and benefit from a targeted **support programme**. With a stand area of **just 10 m²** (instead of the minimum size of 20 m²), new and young companies can take part in the event and thus facilitate their market entry. In 2026, we will once again offer **exclusive opportunities** for fresh concepts and new brands – **right at the heart of the industry**.



Newsflash – what the press writes

TRENDS UP WEST inspires not only exhibitors and visitors, but also the media. Numerous **trade journals** and **industry portals regularly report** on the event, its special atmosphere and creative concepts. Whether as a boutique trade fair, networking platform or innovation hub, TUW has long been an integral part of the **consumer goods** landscape in the west.





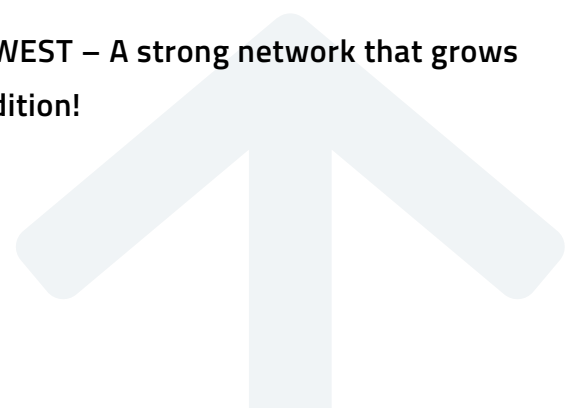
THE DNA OF TRENDS UP WEST



TRENDS UP WEST is different from other trade fairs – and this is already evident in its name:

- T** **Trends:** Real trends are showcased here – with new collections for the coming year and first appearances of independent brands.
- R** **Reach:** The West shines – even across borders
- E** **Engagement:** Everyone pulls together – exhibitors, visitors, organizers
- N** **New Products:** From established brands to fresh product premieres
- D** **Digital:** Over 500,000 impressions – strong social media presence and digital visibility.
- S** **Selection:** A wide variety of consumer goods – compact and high-quality.
- U** **Unwinding:** Business with a fun factor – work-life balance is lived here.
- P** **Platform:** Marketplace atmosphere meets modern exhibition grounds.
- W** **Wisdom:** Areal Böhler offers space for exchange, inspiration, and new perspectives
- E** **Esprit:** The special atmosphere inspires – historic, creative, vibrant.
- S** **Starting Point:** Many products are seen here for the first time – perfect for retail
- T** **Teamwork:** Exhibitors and visitors shape the event together – a true community!

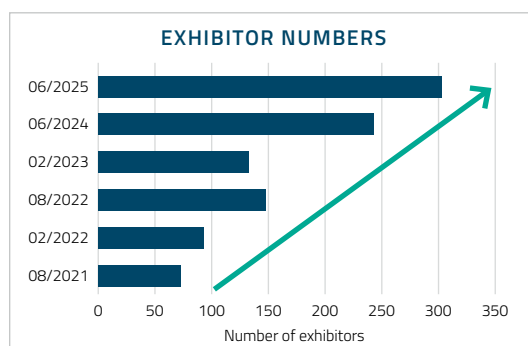
TRENDS UP WEST – A strong network that grows with every edition!





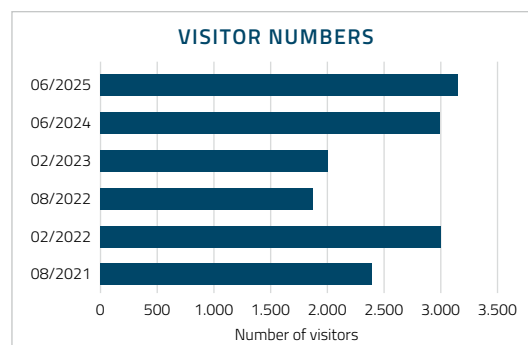
+ MORE THAN 300 EXHIBITORS IN 2025 with 450 brands – and growing

The trend is clear: the annual edition of **TRENDS UP WEST** has grown once again. With over 450 exhibiting brands, the portfolio is diverse and relevant to retailers in all sectors..



+ OVER 3,100 TRADE VISITORS.... ...from all over Germany and neighbouring countries

The last edition of **TRENDS UP WEST** attracted more than 3,100 trade visitors to Düsseldorf. Visitor marketing is now to be further intensified from this level.



+ STRONG DIGITAL REACH... ...over 500,000 social media impressions

With each issue, our **TUW community** continues to grow. Thanks to a strong online presence, we have achieved over half a million impressions and are connecting more and more people – **digitally, directly and effectively.**





Exhibitor conclusion

TRENDS UP WEST 2025



Do good and talk about it. That's exactly what the exhibitors at TRENDS UP WEST do – with full conviction, because they're part of a strong community.

Here are the most important results of our latest exhibitor survey:

89%



rate the event as
good to very good

59%



gained **6 to over
20 new customers**

80%

of visitors find the
product range **very
interesting**



63%



say: **Expectations exceeded**



65%

received **good to very good
orders**

86%

are **very to extremely satisfied**
with the organization



61%

were **more than satisfied**
with visitor numbers

68%

already plan to
participate in **2026**



VOICES FROM THE COMMUNITY!

A good idea has already found many friends – and the number is growing.

Here are a few statements from participants at **TRENDS UP WEST**.



– Tobias Ueberschaer, Dein Kakao GmbH
"Tuw is truly a young and fresh event format. We also felt this positive spirit among the visitors. The conversations were inspiring and motivating – with both existing and new customers. Tuw offers an attractive platform for NRW and a great mix of exhibitors. We're happy to be part of it and look forward to next year."

Oliver Kleine, LEONARDO



"2025 was our first time at TRENDS UP WEST, and we're very satisfied – on all levels. We reached our target audience perfectly and gained many new customers in the Cologne/Düsseldorf/Ruhr area. The fair itself was also very pleasant: easy setup and teardown, short distances, helpful hall staff, great atmosphere (including air-conditioned halls), a well-curated exhibitor mix, excellent catering, and fast, precise communication with the organizers. Bonus: very few non-professional visitors – we only dealt with trade professionals. For us, TRENDS UP WEST is now a must-attend event. It's not cheap, but it's worth every cent."

Tobias Ueberschaer, Dein Kakao GmbH



"TRENDS UP WEST convinced us from the start – and with each new edition, we've been able to present our portfolio even more extensively.

For us, it's an absolute success story. We'll definitely be back!"

Nicola Hoffmann, räder GmbH



"We're excited to be part of this innovative event! Tuw brings great encounters: exciting exhibitors, a top location, and a smart concept – the perfect industry gathering. Especially cool: it takes place in one of the most dynamic regions for retail and lifestyle – a place full of potential that we want to help shape. For us at GIFT COMPANY, it's clear: You simply have to be there."

Christian Schmidt, Gift Company



"As a B2B sales representative – for brands like Räder, Remember, Hulken, DeluxeHomeArt, and Thomas Merlo & Partner – I'm often asked: 'Are trade fairs still worth it?' My clear answer: Yes, more than ever!"

Patrick Horn, Horn Handels GmbH



More testimonials at: www.trendsupwest.com



Visitor conclusion

TRENDS UP WEST 2025



THE CUSTOMER IS KING. – In our case, the customers are the visitors. But do they really feel that way?

Here are the most important insights from our visitor surveys:



94%

find the **concept excellent**



61%

placed orders
on-site worth
€2,000–5,000

91%

come to discover **new products
and manufacturers**



88%

rate the **layout of the exhibition
space as very good**



59%
are **regular visitors** to
TRENDS UP WEST



95%
rate the **event as very good**



95%
rate the **location as very good**

VISITORS' VOICES

A good idea has already found many friends – and the number is growing.



"It's wonderful to have such an attractive and versatile platform in western Germany along-side TrendSet Munich and Nordstil Hamburg. TUV at Areal Böhler impresses me every year. The growing number of exhibitors has made the event increasingly exciting, with a wide range of innovative products. I discovered and ordered several exciting new items again this year. I especially appreciate the clear organization and the pleasant, accessible atmosphere – plus the excellent catering makes the visit a complete success."

Kirsten Kappius, Meer-Lebensstil



"TUV has become a truly diverse and interesting trade fair platform. Kudos to all exhibitors for their beautifully designed booths and the 'all-round carefree package' – from ticket booking and parking to catering. I'll just say: 'So much new in the West.' I'll gladly come again."

**Monika Jonen, JONEN & JONEN
HOME GARDEN LIFESTYLE**

"We visited TRENDS UP WEST to evaluate the potential of participating as an exhibitor. The exceptional variety and high quality of the products, as well as the excellent organization, convinced us. We're excited to join as exhibitors in 2025."

**David Halbach-Türscherl,
Halbach Seidenbänder GmbH**



"After being so impressed by the relaxed atmosphere last year, we naturally returned to Düsseldorf. The overall package – exhibitor mix, short travel distance, and the complete feel-good program – makes TUV a real alternative to the big fairs. The 2026 date is already in our calendar!"

**Ralph Sock und Ina Frentrup,
Die Blumenmacher**





closing remarks

Shaping the future together – TRENDS UP WEST 2026

TRENDS UP WEST is more than just an event – it's a place of **encounter, inspiration,** and **shared progress.**

Whether you're an **established brand** or a **bold newcomer**, a **trade visitor** or industry expert – this is where a **vibrant network** emerges that strengthens retail in the West and sets new impulses.

We look forward to shaping the next edition with you – with fresh ideas, strong brands, and **true community power.**

Join us – June 27–29, 2026 at Areal Böhler, Düsseldorf-Meerbusch





→ Key Facts at a glance

LOCATION:	Areal Böhler, Düsseldorf-Meerbusch
DATES:	June 27–29, 2026
SPACE:	15,600 m ² across 3 halls
EXHIBITORS:	Over 300 exhibitors and 450 brands
VISITORS:	Over 3,100 trade visitors
REACH:	500.000+ social media impressions
COMMUNITY:	89 % exhibitor satisfaction, 94% visitor satisfaction
SERVICE:	Full service, marketing, changing snacks, coffee drinks & infused water (all other drinks are available for a fee), power connection, internet access and parking (if available) – everything is included.

Become an exhibitor now!

→ INTERNET:	www.trendsupwest.com
E-MAIL:	info@trendsupwest.com
TELEPHONE:	+49 (0) 211 52208920
MOBILE:	+49 (0) 171 7301652



IMPRESSIONS FROM TRENDS UP WEST – JUNE 2025





Interested? We would be happy to send you
our prices and registration documents!
Send a quick message to: christian@trendsupwest.com

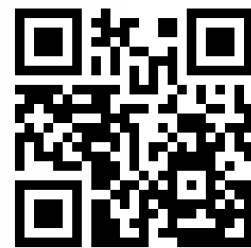
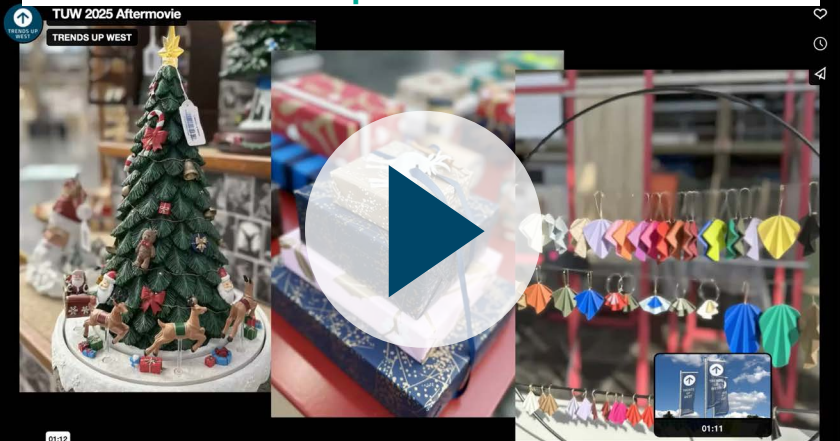
27–29 June 2026

On Saturday, 28 June, from 6 p.m.:

Get-together evening for exhibitors and customers



Still impressed. 2025



<https://vimeo.com/1098535596>

See you in Düsseldorf!



**TRENDS UP
WEST**

→ **Christian Kasch**

Project Management

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