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Press Release

Trends Up West 2026: Record Attendance Despite Extreme Heat

A total of 4,101 trade visitors attended Trends Up West at Areal Böhrer – setting a new attendance record and marking an increase of almost 35 percent compared to the previous year. While the ambitious target of 5,000 visitors was not reached, this was largely due to the exceptional heatwave across the Rhineland, where temperatures climbed to nearly 40°C (104°F). Even so, the overall conclusion was overwhelmingly positive: Trends Up West is clearly on the right track. This is also reflected in the large number of registrations for the 2027 edition, many of which were received immediately after the event.

Atmosphere, exchange and inspiration – from 27 to 29 June, Trends Up West once again demonstrated what makes it unique: inspiring product ranges, personal networking and a relaxed ordering environment. Sunday attracted the highest number of visitors. However, the event's further growth potential became particularly evident on Monday. With considerably more pleasant temperatures, the third and final day recorded the strongest year-on-year increase in visitor numbers.

Across the Home, Deco, Gift, Paper, Fashion and Food sectors, visitors discovered countless new products, as many brands chose Düsseldorf to present their latest innovations. Highlights included Good Old Friends' brand-new kitchen towel collection featuring gold thread, Cookut's clever quiche baking dish, Gift Company's stylish hand fans, and the trade fair debut of Woelfins Studio. The enthusiasm of visitors was equally visible on social media, where hundreds of posts demonstrated that Trends Up West is an event people are eager to share.

Exhibitors Already Commit to 2027

Exhibitor feedback was equally positive. Many companies confirmed their participation for the 2027 edition during the fair or immediately after it closed. Among them are Cawö, Engels Kerzen, Gift Company, Grätz Verlag, Kaheku, Sander and Vosteen.

Exhibitors also praised the organiser's refreshed brand identity and communication strategy, which contributed to both higher visitor numbers and improved visitor quality.

"Of course, we would have loved to surpass the announced visitor target. However, given the extraordinary weather conditions that weekend, we inevitably had to make some concessions. Nevertheless, we are pleased to have achieved a first tangible impact for our exhibitors and will continue working hard to make Trends Up West the most exciting platform for the retail industry in western Germany. I would like to thank Christian Kasch for his tremendous commitment as Project Manager, as well as our founding team for their trust, without which this step would not have been possible," says Kai Klemm, Managing Director of Trends Up West – PeopleMe GmbH.

New Inspiration for the Industry

Looking ahead, Trends Up West aims to continue providing fresh inspiration for the industry through new content formats. This year's premiere was Donkey Talks, hosted on Saturday evening by Florian Berger (Donkey) and Sascha Tapken (Home Made Stories).

Under the title "What's Next? What Creative Minds Are Doing Now!", Belinda Klaes (Loqi), Patric Faßbender (Tonies), Oliver Kleine (Leonardo/Glaskoch) and Dennis Korte (Schee) discussed entrepreneurship, creativity and the future of business. Despite their diverse perspectives, they all shared one central message: if you truly believe in a good idea, don't let yourself be discouraged—pursue it consistently.

Looking Ahead to 2027

This guiding principle also reflects the development of Trends Up West itself, as preparations for the next edition are already well underway.

"We have taken an important step forward. The atmosphere was extremely positive, and everyone has grown even closer together. Trends Up West is simply unique among the B2B events in our industry," said Willo Blome (blomus) on behalf of the founding trio, together with Florian Burghard (Sompex) and Marco Hübecker (fleur ami).

The next edition of Trends Up West will take place 26–28 June 2027 at Areal Böhrer in Düsseldorf.