

PRESS RELEASE, 29 Mar 2023

Discover new ideas and products: special areas offer stimulation, with well-known brands and inspiring ideas for implementation, and display prize-winning exhibits from exhibitors along with sustainable materials.

Preparations are under way for gardiente 2023! With an exclusive portfolio of brands, a new schedule and an interactive supporting programme, from 1–3 July at the Messecenter Rhein-Main the trade fair will be displaying the materials and themes that will be relevant in the forthcoming season, and offering exciting product innovations and trends.

Experience Showcase – live

Together with the brands Lafuma Mobilier and Jan Kurtz as well as TRENDagentur Gabriela Kaiser, at the new Showcase area gardiente will be offering specialist retailers valuable and adaptable ideas for designing their own sales area at the POS.

The gardiente Showcase is a curated, shared space for furniture and associated accessories. The area brings together not only product groups but also different items from the supporting programme to represent an interactive touch point at the fair.

- **Incorporating the latest findings from Marketmedia24:** The renowned market research institute and consultancy demonstrates the latest research findings in practice.
- **Scene change:** A scene can be decorated in many different ways. Our live decoration shows various different styles and approaches, offering valuable ideas for the POS!
- **Workshops, industry dialogue and motivating presentations:** In our Showcase Lounge we offer ‘Business to Go’: Gabriela Kaiser shows the relevant trends and materials, and suggests ways to exert a positive influence on buying behaviour and create a striking shop design.

“In times of falling consumption in particular, it is important for physical retail to strengthen the shopping experience all round,” says Verena Westphal, Project Manager for gardiente. “Because alongside individual advice, an appealing and inspiring shopping atmosphere is an increasingly important factor for customers, particularly in the premium brand sector.”

Outdoor Living stars on stage

Under the heading ‘Outstanding’, we and a top quality panel of experts will be making awards for the latest trends, judged by the criteria of aesthetics, innovation, function and sustainability. This year, both the final selection and the presentation of exhibits will take place right at the heart of the fair itself. Experts and designers from the panel and from the brands will be holding a face-to-face discussion on the products involved.

- **Ask me anything:** We will be taking a tour with the expert panellists and the products' manufacturers, offering the opportunity for direct dialogue on the trends and materials.
- **Trend walk:** Our roadmap provides an overview of all nominees and offers a pocket summary of the most important trends and fashions.

Exclusive portfolio of brands

By the industry, for the industry – that is the slogan for 2023! This year, gardiente is being organised as a shared industry event where exhibitors who have been loyal from the start, well-known companies just returning, and relevant new premium brands will present the latest trends. Within the German-speaking Outdoor Living sector, **brands such as** Best Freizeitmöbel, dekoVries, Lafuma Mobilier, Musola, Müsing, Musterring, outdoorLabel, Schaffner, Sieger, solpuri, Stern, W.Schillig Outdoor and Zebra are to be found only at gardiente.

gardiente – home of outdoor living

gardiente is an industry-focused community event for suppliers of garden furniture, sunshades and sunshade stands, BBQ products, textiles and high quality accessories, with a product portfolio aimed at the specialist retail trade. Its central location close to Frankfurt am Main and its select exhibitor environment make gardiente an attractive platform for specialist retailers. The focus of the event is chiefly on ordering, information and networking.

Key elements in the new focused schedule:

- **Saturday (1 July 2023) | 14:00 to 20:00 | gardiente Show and Order!**
The first day of the fair offers the perfect symbiosis of ordering, networking and event, with a smooth transition into gardiente night.
- **Sunday (2 July 2023) | 09:00 to 18:00 | Our new specialist retail trade day at gardiente!**
With targeted topics and a supporting programme for specialist retailers (whether physical or online).
- **Monday (3 July 2023) | 09:00 to 17:00 | A day focused on buying associations, industry bodies and wholesalers!** Convenient meeting and business lounge areas, lunch together and reserved parking create exclusive conditions for our buyers.

Press information and image material:

<https://gardientewp.muveo.de/press/?lang=en>

<https://www.flickr.com/photos/193864045@N02/albums>

gardiente is online:

<https://gardientewp.muveo.de/?lang=en>

https://www.instagram.com/gardiente_outdoorliving/

<https://www.linkedin.com/showcase/gardiente-home-of-outdoor-living/?viewAsMember=true>

Hashtags:

#gardiente #gardenliving #garden #messecenterrheinmain #homeofoutdoorliving

#fachmessefürgartenkultur #muveogmbh #community #event

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About the organisers | MUVEO GmbH

As a 100% subsidiary of CDH Mitte (the wholesale and retail industry association for the German states of Hessen, Thuringia and Rhineland Palatinate), MUVEO GmbH has been successful in the trade fair business for over 50 years. The trade fair formats – which we arrange meticulously for many different industries – are always designed with sector-specific requirements in mind. A close relationship with all stakeholders based on partnership is the foundation for successful management of these events. And since the founding in 1997 of INNATEX, Europe's leading trade fair for sustainable textiles, MUVEO GmbH has been committed to sustainability in the organisation of events.

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