



## **Let's meet again!**

Ready, set, go! showUP is locked and loaded to return to Expo Haarlemmermeer in Vijfhuizen on 5 and 6 September 2021. We're excited about this edition, with an inspiring Trendzone and the latest collections for home, gifts and kids.

In September 2020, showUP held a safe and responsible trade show in accordance with the pandemic guidelines of Health authorities. But the spring edition in February was cancelled due to the second lockdown. Now, hope is dawning and the organisation is looking forward to a brand-new successful edition on Sunday, 5 September and Monday, 6 September 2021. Naturally, we will ensure our visitors' safety with proper ventilation, wide walkways, hygiene measures, and time slot reservations. The previous theme, 'Together we showUP', emphasised the strong ties between the exhibitors and visitors, and that will remain relevant for this edition. But the new motto, 'Let's meet again!', will emphasise the joy of meeting one another face-to-face again after months of digital contact via screens.

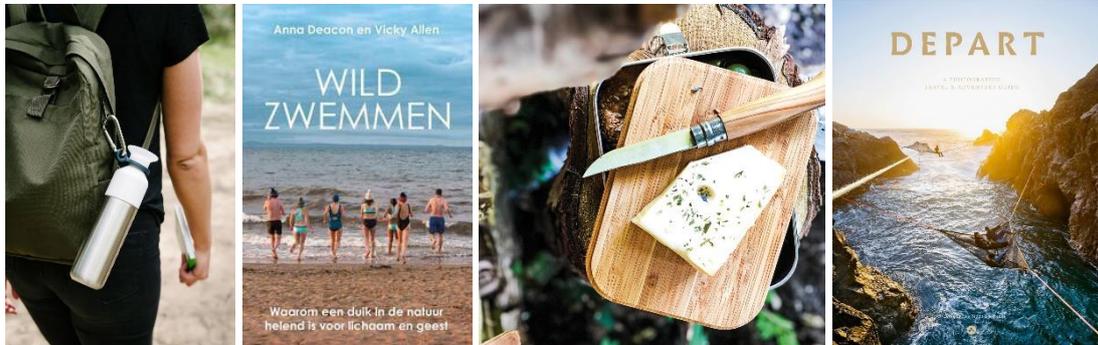
*Organisers Maya Kol and Daan van Trigt: "We're looking forward to bringing together buyers, brands, retailers and journalists on the trade show floor. After a long period of contacts maintained from home, we want to treat our visitors to new connections, ideas and buying inspiration. Because there's nothing better than personal contact, and actually seeing and feeling new products."*

## **Buying trends**

Whether it's materials, colours or home furnishing trends: the coronavirus pandemic is still having an effect on this season's selection of home and gift accessories. Because a comfortable home has never been as important as it is today. At the same time, consumers have rediscovered outdoor life, spending much of their time outside, even in the depth of winter! We're all paying more attention to taking good care of ourselves and others: 'self-care' is a trending topic, and meaningful gifts are still in high demand. Wondering what the consumer really needs this season? showUP reveals three hot purchasing trends:

## Unlimited Outdoor

Neither snow nor rain nor heat are enough to keep people from enjoying fresh outdoor air these days. People are spending much more time outside, and the staycation has never been as popular as it is this summer. And in winter, all you need for a good time is a backpack with a thermal blanket, thermos flask, hot beverage and thick socks. Daredevils brave the Netherlands' many swimming spots all year round, and taking an evening stroll has become our new national pastime. In other words: outdoors is the new indoors!



Dopper / Kosmos Uitgevers / Roadtyping / Terra Lannoo

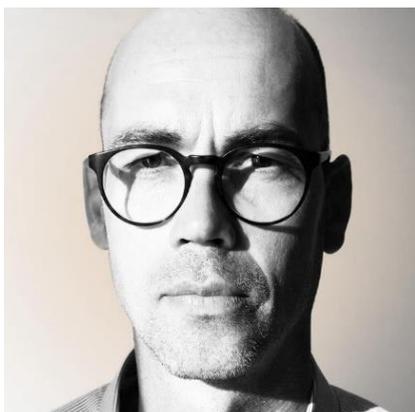
## Power to the people

A new cohort is massing at the gates to demolish ossified ways of thinking and doing. Greta Thunberg is demanding action for the climate, and Black Lives Matter is stridently protesting police violence and racism. Gender equality is gaining ground, and traditional boundaries are being thrown overboard. Appropriate merchandise is following these trends: activist, honest, confrontational and revealing - often coupled with a big dose of humour.



DOlY / Kut.Illustraties / Blossom Books / Bitten Design

## Trendzone - The Grid



In this edition of Trendzone, trendwatcher Jan Agelink will present his vision of the new shopping: everything is local. Over the course of the pandemic, we've developed new patterns with a massive growth in online shopping, but we've also noticed an increase in interest for the local shop. Personal attention and service are highly appreciated today. We designed an inspiring Trendzone based in that trend. In the inspirational environment we call **'The Grid'**, we will be giving a new twist on the neighbourhood shop, exciting design and e-shopping.

## Japandi

It's a match made in heaven: the minimalist style of Japan combined with the equally serene taste of Scandinavia. And it's definitely the most popular home trend at the moment. When the world's been turned upside down, what we need is a home that exudes calm and security. Natural materials, *ton-sur-ton* earth tones, and craftsmanlike accessories create a timeless interior - which just happens to be the latest fashion.



k'willem in huis / LFK magazine / Scandinavia Form / Bloomingville

---

## Practical information

showUP Autumn-Winter 2021  
Sunday 5 & Monday 6 September  
Expo Haarlemmermeer  
Stelling 1, Vijfhuizen  
Amsterdam Area  
THE NETHERLANDS

Free entrance after registration via the [website](#).

For more information contact Daan van Trigt via [daan@showup.nl](mailto:daan@showup.nl) or +31 (20) 7070690.

Look here for [images](#) for publication.

[www.showup.nl](http://www.showup.nl)

[@showupevent](#)

---