

Essen, 11 December 2025

Focus on floristry and retail:

## Floral trends and live shows at IPM ESSEN 2026

Creative Hall 5 provides inspiration for the coming season

Hall 5 at IPM ESSEN 2026 will be the lively centre for floristry, design and forward-looking ideas in the green market. In addition to the IPM Flower Stage, which will feature international floral designers with impressive live shows and practical ideas every day, two further inspiring programme items will enrich the offering: the BLOOM's trend show and the IPM Discovery Center. In addition, visitors to the creative hall will find exhibitors offering floristry supplies and the IPM Concept Store with complementary product ranges. The world's leading horticultural trade fair is thus creating a place where creativity, market inspiration and sustainable concept solutions come together to create a diverse overall experience.

BLOOM's Trend Show 2026 provides guidance for trade and design. It impressively demonstrates which styles from fashion and interior decor will dominate floristry in the coming year. 'Gentle & Mindful' combines a soft, purist aesthetic with a detox mentality. The colour scheme is subtle with accents in lime, coral and peach. 'Terra & Comfort' interprets earthiness in a warm, timeless classic style, which gains freshness through splashes of colour in papaya, orchid pink and pistachio. 'Greenish & Divers' introduces an urban, green mix of styles that oscillates between 1970s influences and a sustainable natural look. 'Pure & Elemental' makes a clear design statement with archaic forms, raw materials and grey-blue nuances. Finally, 'Refreshed & Positive' brings back optimistic lightness: playful elements and summery tones create a cheerful picture for the coming season.

## Knowledge and practice on the IPM Flower Stage

Visitors to the IPM Flower Stage can look forward to a multifaceted programme full of creativity, practical tips and floristry highlights. Ekaflor will be presenting four slots on the popular revolving stage:



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- Daniela Kirmse will open the first day of the fair with a presentation entitled '90,000 followers – a blessing or a curse?' (10 to 10.45 a.m.) and will discuss the role of social media for the industry.
- Stephanie and Max Zebovec will provide insights into the retail sector the following day from 11 to 11.45 a.m. with their presentation entitled 'Sales 24/7, from idea to implementation'.
- Lorena Menk will focus on profitable floristry workshops for customers (Thursday, 29 January, 2.30 to 3.15 p.m.).
- Christof Rumbaum and Sven Knutzen will shed light on how to achieve greater profits by designing existing sales areas correctly on Friday, 30 January, from 11 a.m. to 11.45 a.m.

### International stars of the floristry scene

The Professional Association of German Florists (FDF) brings concentrated international expertise and craftsmanship to the Creative Hall:

- Brenna Quan and Sue Tabbay-Yamaguchi from Hawaii will provide an exotic floral experience with 'The Spirit of Aloha', hosted by TV florist Björn Kroner (Tuesday, 27 January, 2:00 to 2:45 p.m. and Wednesday, 28 January, 2:30 to 3:15 p.m.).
- In the show 'Floristry International – Pure Perfection Passion' (Tuesday, 27 January, 11 a.m. to 11.45 a.m. and Wednesday, 28 January, 1 p.m. to 1.45 p.m.), Yulia Medvedeva from Estonia, Stefan Van Berlo from Belgium and Joseph Massie from England will be creating event floristry with masterful craftsmanship.
- Hanneke Frankema (Netherlands), Sara-Lisa Ludvigsson (Sweden) and Elisabeth Schoenemann (Germany) will kick off 'She blooms' – a new initiative that aims to create space for female role models – with their 'Flower Riot' show (Tuesday, 27 January, 3.30 to 4.15 p.m. and Wednesday, 28 January, 10 to 10.45 a.m.).
- Carles J. Fontanillas from Spain and Johann Obendrauf from Austria also stand for cross-border cooperation. They will be appearing together on stage in the show 'FLOOS – the crafter's secret' on Wednesday from 4 to 4.45 p.m. and on Thursday from 2 to 2.45 p.m.

Further design ideas for florists will be provided by the show 'Flower up your ideas – Design, Styles and Trends 2026' (Tuesday, 27 January, 12.15

to 1 p.m. and Thursday, 29 January, 11 a.m. to 12.45 p.m.) and the impromptu performance 'kreativ.divers.lebendig' (creative.diverse.lively) on the last day of the fair from 10.30 a.m. to 11 a.m. The IPM Flower Stage programme will conclude with the award ceremony for the IPM Trade Fair Cup 2026 (Friday, 30 January, from 12:30 p.m.).

### **Tours of the IPM Discovery Center**

The IPM Discovery Center powered by Kahler brings POS concepts for garden centres, specialist green retailers and food retailers to life. Curator Romeo Sommers transforms selected products from exhibitors into appealing shop environments, with sustainable materials, social megatrends and realistic living spaces playing a central role. Several times a day, Sommers guides visitors through various themed worlds: 'Feminine Marketing' shows how traditionally male-oriented product ranges can be presented in a way that appeals to women. 'Nostalgic Marketing' combines modern interior design ideas with nostalgic atmospheres. The 'Climate Park' demonstrates the power of plants for the climate and the environment. 'Health & Wellbeing' is dedicated to health-promoting plants and their placement at the POS. 'Community Learning' shows the garden centre as a place of encounter with workshops and areas for trying things out.

The Discovery Center is supported by exhibitors such as A/S Queen Knud Jepsen, Addenda, Magical Hydrangea and Amigra, Air So Pure, arie Bouman Green outdoor, Bökenkröger Gartentechnik, Brome, Dr. Rech's Vitanal GmbH, Eco Rite Ltd., E-Nema, Flores in Terra B.V., Gardify Solutions GmbH, Griebing Keramik GmbH & CoKg, Haymarket Media GmbH, Lekkerkerk Green Business BV, Mediflora, The Pots Company and Velda. The cooperation with the EFSA (European Floral and Lifestyle Suppliers Association) will continue. The main sponsor of the IPM Discovery Center 2026 is Kahler GmbH, which offers intelligent and modern solutions for shopfitting.

The programme is continuously updated on the IPM ESSEN website and is available at: <https://www.ipm-essen.de/world-trade-fair/programme/>

IPM ESSEN will take place from 27 to 30 January 2026 at Messe Essen and will be open daily from 9 a.m. to 6 p.m. On Friday, the fair will close at 4 p.m.