

The Intergift Home&Deco area: decor that blends between elements from the past and contemporary innovations

This edition will highlight vintage and organic styles that share the spotlight with minimalist environments and highly sophisticated interior designs and colour schemes

Madrid, 11 July 2024. Spain's main premium decoration firms, the sector leaders, and an extensive selection of international home brands will meet at Intergift, organised by IFEMA MADRID, from 11 to 14 September. The event will showcase the latest trends in interior design, furniture, lighting, textiles and home accessories. Architects, interior designers, window dressers, hotel chains, catering companies and decoration shops will be housed in the HOME&DECO area, specialised in furniture, haute decor and home textiles (Hall 3), decorative elements, candles and aromas and crafts (Hall 5), a huge variety of products that marries elements of the past and contemporary innovations

More than 300 national and international brands will reveal the latest trends in interior design and decoration at Intergift, an event that has become the biggest meeting point for an abundance of decorative styles and a space to identify trends and lay the foundations of work in a specialised trade. The event will feature a diverse range of products, from furniture and lighting to a whole universe of accessories to add a personal touch to the home, such as carpets, paintings, textiles, tableware and decorative objects, ensuring a forum full of different trends and exciting discoveries.

Among the brands that will present their new products are well-known names such as Asitrade, Ixia Regal, J-Line by Jolipa and Taller de las Indias. There will also be firms specialised in the contract sector, such as Brucs and VP Interiorismo. As for lighting, there will be brands like Aromas del Campo. For decorative candles, Cerería Molla will be there, joined by lovers of artisan furniture firms such as Artesanía San José.

Trends

Colour, craftsmanship, printed fabrics and vintage furniture are the main trends in decoration this year. Visitors will also find more neutral options like vanilla and ecru. Another important aspect of interior decoration is comfort, with plenty of soft, plush sofas. Floral decorations and plants always bring nature and life into the home. So do materials with personality like marble, oak and metal accents to create the perfect contrast, as well as a romantic aesthetic, which will fill the trade fair with bows, candles and chandeliers.

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Intergift will coincide with Bisutex and Madridjoya from 12 to 15 September and MOMAD from 13 to 15 September 2024 on the Recinto Ferial at IFEMA MADRID.

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Intergift begins tomorrow: the essential event for the decoration, interior design, and gifting sectors at IFEMA MADRID

IFEMA MADRID once again becomes the epicentre of a unique event that will bring together the latest trends in decoration and gifting in Halls 3, 5, and 7 of the Recinto Ferial. Participating brands will use these four days to stimulate sales and business contacts in the furniture, decoration, and, of course, gifting sectors.

Madrid, 10 September 2024 Intergift will open tomorrow, welcoming representatives from the decoration, interior design, and gifting sectors. The fair showcases its offerings across Halls 3, 5, and 7 of IFEMA MADRID, with brands organised by sector. The Home & Deco area, focused on furniture and high-end decoration (Hall 3), will feature decorative elements and home textiles (Hall 5), along with all companies representing the Gift sector (Hall 7).

The **Home&Deco** area, housed in Halls 3 and 5, will bring together creations and proposals for furniture and decoration, offering options for both indoor and outdoor spaces; lighting solutions, decorative objects in various styles and varieties, home textiles, rugs, fragrances, interior design solutions, and handcrafted products by master artisans. Everything is balanced between trends, timelessness, craftsmanship, and design. On the other hand, the Gift space will be located in Hall 7, where professionals can find souvenirs, toys and board games, stationery and writing items for back-to-school, gadgets and electronics, event details, the most innovative gifts, and costume items.

Major brands, alongside small and emerging companies, make up the offering for this edition, creating an interesting and diverse showcase. The following have confirmed their participation in **Home&Deco**: Asitrade, Becara, Ixia Regal, J-Line by Jolipa or Taller de las Indias; firms such as Vila Hermanos, CG Agencia, D'olor, The Candle Shop, Horomia, Ambientair in the **candles and aromas area**; in the **Christmas** area Artesanía San José, Belda Interiorismo, J-Line By Jolipa, Ixia, Sompex, JH Custodio, Item International; and in the **Gift area**, m D2, Artesavi, Apex gifts, Cayro, Dbrands, and Fisura, among others.

Intergift will take place from 11 to 14 September at IFEMA MADRID, running in parallel with Bisutex and Madridjoya, which will open from Thursday, 12 September, to Sunday, 15 September, MOMAD, from 13 to 15 September, and MBFWMadrid, from 12 to 16 September.

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Aromas and candles, an upward trend at Intergift

This significant subsector of the interior decoration industry will be showcased at this event by companies like Vila Hermanos, CG Agencia, D'olor, The Candle Shop, Horomia, Ambientair, Aum Fragrances, Bolaroma, Cereria Mollá, Decoración con Corazón, Decoragloba, Essentia Nature, Feelit Essences, Organic Spa and Veremundo Home, among others.

Madrid, 9 September 2024 The latest trends in candles and home fragrances will once again take centre stage at Intergift, Salón Internacional del Regalo y Decoración, (the *International Gift and Decoration Fair*) organised by IFEMA MADRID taking place from 11 to 14 September 2024. Intergift is a meeting point for a wide variety of decorative styles, ensuring a diverse forum filled with different trends.

Some of the companies responsible for the remarkable business response of these decoration sectors are Vila Hermanos, CG Agencia, D'olor, The Candle Shop, Horomia, Ambientair, Aum Fragrances, Bolaroma, Cereria Mollá, Decoración con Corazón, Decoragloba, Essentia Nature, Feelit Essences, Organic Spa and Veremundo Home, among others.

Candles and fragrance products are a must-have for the home

Candles influence different rooms of the home to create intimate and comforting corners. At this edition, the companies showcase a wide variety of unique features in their products: large, small, in glass jars, wooden containers, scented, with aromatherapy, technological, wickless and dripleless, vegan, beeswax and soy, and handmade. This great turnout by the sector at Intergift is evidence of the trend for home fragrances and their prominent role in the overall atmosphere of a house. They have become a must-have for home wellness, harnessing the power of scent to completely transform the ambience of a room or even an evening. The selection of fragrances and models available at Intergift is highly diverse: scents range from citrus to lavender, cotton, amber, and include woody and floral notes. As for the designs, they vary enormously: simple, luxurious, sculptural, minimalistic, made of wood, concrete, and more.

Intergift will take place alongside the fairs Bisutex and Madridjoya from 12 to 15 September and MOMAD from 13 to 15 September. Additionally, MBFWMadrid will take place on the same dates.

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Intergift welcomes the decoration trends for shops and retailers in anticipation of Christmas 2024.

From 11 to 14 September 2024, national and international brands will showcase the latest trends in Christmas decoration, enabling stores and businesses to adorn their windows for the festive gift-giving season. A magical time where this edition will highlight plum shades, greens, gold, silver, and a snowy appearance using white, with decorations that create warm atmospheres and handcrafted items.

Madrid, 9 September 2024 A range of national and international brands offering a wide variety of Christmas-themed items will gather at Intergift at IFEMA MADRID from 11 to 14 September for the leading event for decoration, interior design, and gifting. A huge variety of trends will fill homes with creativity and warmth in the coming months. The show will feature the latest collections in wreaths, garlands, tableware, textiles, plants, tree decorations, advent calendars, outdoor elements, and sustainable ornaments, which are always a winning choice. During the four days of Intergift, speciality retailers will be able to spot Christmas trends and make plans for their purchases. Among the brands presenting new offerings are well-known names such as Artesanía San José, Belda Interiorismo, J-Line By Jolipa, Ixia, Sompex, JH Custodio, Item International...

Trends

This edition highlights plum and green shades alongside traditional gold and silver, not to mention a snowy appearance in some elements featuring white. Handcrafted items and decorations with natural floral adornments can be seen in garlands, plants, and bouquets. Regarding the star element of the season, the trees are proposed to be filled with intricate details, ensuring their place as the king of the home, along with wooden designs. Additionally, there will be decorative spheres and accessories with avant-garde designs and crystal balls in all colours. As for textiles, original illustrated designs and centrepieces made of pinecones and candles are making a strong statement. When it comes to outdoor decoration, Christmas wreaths will be among the standout pieces, alongside garlands and lights, all ideal for adding a warm touch to façades and terraces. In short, everything you need to put together a welcoming, tranquil decorative scheme to create a fairytale atmosphere.

Intergift will coincide with the Bisutex and Madridjoya fairs from 12 to 15 September and MOMAD from 13 to 15 September. In addition, the country's most important fashion event, MBFWMadrid, will also take place concurrently from 12 to 15 September at IFEMA MADRID.

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