

news +++ Heimtextil  
10 to 13 January 2023

# heimtextil

## Sleep & More: Heimtextil 2023 to further expand its international programme on sleep

**Frankfurt am Main, December 2022. Healthy sleep and questions revolving around the textiles and circumstances that decisively impact sleep quality – these subjects constitute the focal point of the Heimtextil ‘Sleep & More’ Conference, which is set to generate important impulses for the specialist bed trade and retailers. Rounding off the spectrum of topics to be covered are guided tours of selected suppliers in the segment.**

Sleep continues to be a major lifestyle issue and is bound up with other important topics, such as health, recovery and performance. Moreover, the subject has a great potential for the industry and specialist trade. At Heimtextil, the leading international trade fair for home and contract textiles, everything in the bedding and accessories segment revolves around innovative solutions for a good night’s sleep.

To be held on all four days of the fair, from 10 to 13 January 2023, the Heimtextil ‘Sleep & More’ Conference is a high-grade programme of lectures offering interesting, innovative and inspiring contributions from the world of healthy sleep. As in the past, the conference will be the focal point of the ‘Smart Bedding’ segment in Hall 11.0 and surrounded by a product spectrum ranging from duvets, pillows and mattresses to bed systems.

Additionally, ‘Sleep Tours’ will be held for the first time at Heimtextil 2023. On all four days of the fair, sleep coach and preventologist Markus Kamps will guide visitors to selected exhibitors and offer fascinating insights into the subject of healthy sleep.

### **Heimtextil Conference: from the science of sleep, via sustainable trends, to challenges facing the specialist trade**

International experts present the latest findings and textile innovations for a good night’s sleep. In a wide range of lectures, speakers from the fields of science, industry and design will discuss questions about the prerequisites for good sleep, about sustainable solutions in the retail trade and about digital systems for measuring and improving sleep.

On the basis of the current Heimtextil trend themes, Anne Marie Commandeur of Stijlinstituut Amsterdam, the Netherlands, and Danish trend expert Anja Bisgaard Gaede of Designbüro SPOTT trends & business will show what the future holds for sleep fans (15.00 hrs, 11 January).

What we can learn from snails about sleep and memory is the question to be tackled by sleep expert and director of the Swiss Sleep House in Bern, Dr Albrecht Vorster, in his lecture on 12 January (14.30 hrs).

In a panel discussion, representatives of the International Textile Manufacturers Federation will look at the future of natural fibres (11.30 hrs, 12 January).

And, in a lecture by the Hotel Expertise Centre on the last day of the fair, the spotlight will turn to sustainable hotels and new approaches and ideas of the Y-Z generation in this connection (13.30 hrs, 12 January).

Naturally, there will also be lectures on subjects such as the circular economy and the new German supply-chain law. For example, Thomas Deisler of Textil & Betten Deisler will consider the opportunities offered by a sustainable focus for the specialist bed trade in the 22<sup>nd</sup> century (15.45 hrs, 11 January)

The conference programme and the new 'Sleep Tours' are distinguished by an unrivalled thematic spectrum and offer genuine value added for trade visitors from the bedding segment.

Heimtextil 2023 opens its doors from 10 to 13 January.

**Press releases and photos:**

<https://heimtextil.messefrankfurt.com/press>

**Internet and social media:**

[www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com)

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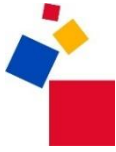
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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)