



## **The TrendGallery presents four trends for 2014**

- TrendGallery combines trends, novelties and knowledge in the new Hall 3A
- New special show at Spielwarenmesse from 29 January to 3 February 2014

At Spielwarenmesse 2014 the new TrendGallery will debut upcoming trends and product novelties on a common surface area in Hall 3A. Product displays are given a platform next to presentations and guided tours at the 1,000m<sup>2</sup>-large TrendGallery. From Wednesday to Sunday, the trend experts Reyne Rice (USA) and Dr. Maria Costa (Spain) will detail the individual trend segments and introduce new products. Exhibitors will also be presenting campaigns live.

For an overview of the global toy trends, Spielwarenmesse eG has created an international TrendCommittee. These trends scouts report on the latest trends from the industry from all around the world. As a preview on Spielwarenmesse 2014, the international TrendCommittee has already spotted four trends.

### **Fit4Life: Toys that Promote Life Skills**

Parents are increasingly focused on the learning effect during play. They wish to promote what are known as life skills. Through practical methods such as gardening, sewing, handicrafts, cooking and pretending to be doctors, these toys impart important skills and prepare children for life.

### **Retromania: Retro Toys and Retro Licences**

Toys and heroes that grown-ups know from their own childhood are experiencing a revival. Parents are eager to share these pleasant experiences with their children by purchasing the very same toy for them with which they associate positive childhood memories. The new retro toys are often equipped with plenty of smart features.

### **Mini is King: Mini Toy Versions**

With increasing urbanisation, our living space is becoming smaller while our mobility is growing. This development also presents particular challenges in respect of products, and games in particular. More often than not, they have



to be scaled down to accommodate a growing demand for mobility and transportability.

### **TechToys: Technology Teams up with Tradition**

The boundary between the real and virtual worlds is becoming ever more blurred, opening up completely new possibilities for the toy industry. Traditional games and digital domains are producing exciting game combinations which appeal to the young and old.

### **The TrendGallery's TrendCommittee**

These are the nine members of the TrendCommittee who have spotted four main trends from the many available developments for 2014.

**John Baulch** (editor, Toy World Magazine, UK)

**Daniele Caroli** (journalist, Giochi & Giocattoli, Italy)

**Dr. Maria Costa** (market researcher, Toy Research Institute, Spain)

**Axel Dammler** (market researcher, iconkids & youth international research GmbH, Germany)

**Richa Dikshit** (blogger, Toy Tasting, India)

**Philippe Guinaudeau** (market researcher, Kidz Global, France/Hong Kong)

**Marek Jankowski** (journalist, Branza Dziecięca, Poland)

**Gabriela Kaiser** (trend consultant, TRENDagentur, Germany)

**Reyne Rice** (journalist and trend scout, USA)

In addition to the TrendGallery, visitors to the trade fair can locate the ToyAward and Toy Business Forum in Hall 3A. Spielwarenmesse thus combines its three pillars – trends, novelties and knowledge – all under the roof of the new hall. For more information about the TrendGallery go to [www.toyfair.de/trendgallery](http://www.toyfair.de/trendgallery).

29.11.2013 – sd

### **Spielwarenmesse**

Spielwarenmesse, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,700 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for 72,500 buyers and toy traders from over 100 nations.

Fair date: Spielwarenmesse, Wednesday to Monday, 29.1–3.2.2014