

edelman[®] magazine

autumn winter christmas 2023

**NEW: DISCOVER OUR
SUSTAINABLE AND FUTURE
PROOF CHRISTMAS THEME
JOY TO THE WORLD!**

COUNTDOWN THE DAYS
TO CHRISTMAS WITH OUR VERY
OWN **DIGITAL ADVENT CALENDAR**

STEP BY STEP
WINTER DAYS DIY
LUVILLE BOTTLE

**AUTUMN
WINTER
CHRISTMAS**

TRENDS
2023

CONTENTS



04
WINTER & CHRISTMAS
TRENDS '23

06
GINGERBREAD COOKIES

07
MICA DECORATIONS
MODERN, CLASSIC, COUNTRY

08
ROCKIN' AROUND
THE CHRISTMAS TREE

10
FESTIVE DINING

12
TREND COLOUR

14
AUTUMN WINTER
CHRISTMAS THEMES

16
SUSTAINABLE THEME

18
THE PERFECT TABLE

20
BECAUSE
WE CARE



22
INFINITE GREEN

24
BRANDS OF EDELMAN

26
CAREFREE CHRISTMAS
FOR ALL

28
ADVENT CALENDAR

29
ORNAMENTS

30
LUVILLE DIY

32
BASKETWARE

34
POINT OF SALE ITEMS

36
HIGHLIGHTS 2022/2023

37
ESSENTIALS CATALOG 2023

38
EPILOGUE



The mark of
responsible forestry
FSC® C174183

Look for our FSC® - certified
products in this catalogue.

SHINE BRIGHT

If the last couple of years have taught us anything, it's that a carefree Christmas surrounded by the ones we love isn't exactly guaranteed. However, at Edelman we also feel it has put a bright spotlight on just how much we love the cosy season. On what it means to us to be able to gather in the darkest days of winter.

Christmas is what you make of it, no matter who you choose to spend it with and how all out you decide to go. Our new holiday trends for 2023 are sure to bring cheer to every shopper, from true minimalists to extreme Christmas fans. We make sure they can all shop in a sustainable fashion. Our little Christmas gift to the world.

So bring out all the sparkly lights, set the table for a feast and make Christmas your own. And don't forget to bring a little extra holiday spirit to the people around you. Looking out for each other is always our favourite trend, no matter the year.

Keep reading to find out all about our latest collections. We hope they bring you as much cheer as they do us.



WINTER & CHRISTMAS TRENDS '23



Elsbeth Joy Boot

"The need for hope in our future is becoming increasingly significant in a world in conflict and manifests in our focus on more meaningful, community and planet-based choices.

Interiors reflect this in an abundance of objects with a focus on aesthetic and comfort, that are brighter and intriguing and bring a lightness and frivolity to our lives.

Our Autumn Winter Christmas 2023 themes inspire feelings of love, harmony, and hope. Light to counteract darkness. They enable us to create a safe and creative space in our homes for the festive season, regardless of what is going on outside."

"If there is one word we can use to describe what we desire this Winter season it would be HOPE."

Elsbeth Joy Boot

DESIGN TEAM LEAD



Frivolity

If ever there was a time to add some more frivolity and light-heartedness to our lives, it surely is right now. Products with a focus on aesthetic, with expressive, intriguing, unique and creative forms are gaining popularity. Sometimes misshapen, sometimes stacked, sometimes wobbly. Functionality is not a necessity, but rather a happy coincidence.



Love, Peace and Hope

Shapes, prints and trinkets with symbols and colours of love and peace that invoke a sense of hope are welcome lucky charms this winter season. Another manifestation of that hope: caring for our planet by choosing sustainable items that play such an important role in the next generation's future.



Light in the Darkness

Shadows and light, and contrasts between the lustrous and the dark are part of our story this winter. Colour mixes of dark, ominous shades and more uplifting light neutrals can be combined with shine and metallics. The moon and stars are symbols adorning our homes. And why not surround yourself with a sea of lights by choosing an abundant variety of candles to help keep warm this festive season!

Off beat

An interesting colour trend this season is about certain colour harmonies: they have become skewed and triggering. However off beat the new colour disruptions may seem, they ensure a very positive energy boost.

EASY GINGERBREAD cookies

Baby it's cold outside! So why not stay in and bake something that will make your whole house smell wonderful?

Ingredients

- 120 grams butter, room temperature (unsalted)
- 120 grams light brown sugar
- 50 ml golden syrup or honey
- 2 teaspoons of powdered ginger
- ½ teaspoon of cinnamon
- 2 eggs
- 200 grams of powdered sugar
- 300 grams of all-purpose flour
- ¾ teaspoon of baking soda

1: Mix

Mix the butter, sugar, syrup/honey, and spices. When beaten to a slightly lighter colour, add one egg, the flour and the baking soda and mix through until combined. Wrap the dough in plastic wrap and let it rest in the fridge for at least one hour.

2: Shape

Preheat the oven to 170°C and line a baking sheet with baking paper. Roll out your dough on a surface lightly dusted with flour. You're looking for a dough that's approximately 4 mm thick. Pick a shape for your cookies and punch out as many as you can, working quickly before the butter melts. Transfer to your baking sheet.

3: Bake

Bake your cookies for around 15 minutes. Take them out of the oven and let them cool down on a wire rack.

5: Decorate

Decorate your cookies with the glaze to your heart's desire.

4: Glazing

Meanwhile, make your glaze. Strain the powdered sugar into a bowl and add one egg white. Whip until you get soft peaks. If the glaze gets too thick, and add few drops of water. If you want to add some flavour, you can also add some lemon juice. Transfer to a piping bag.

Style

Modern Classic Country

A perfect style for every type of home. Whether you love a good classic, prefer a spot of country living or have an itch for everything modern. Don't miss out on these wonderful collections for the happy season.

COUNTRY

Let rural living be your inspiration with this contemporary, comfortable and slightly weathered collection that's perfectly imperfect. Crafty vibes mix with soft colours inspired by nature. Complete bliss.

MODERN

An expressive kind of living with a mix of subtle textures and prints that combine to create a tranquil new home. Soft finishes, simple forms, as organic as can be. Time to breathe out.



CLASSIC

A timeless collection that reads feminine and elegant, comfortable and inviting. A little eclectic, a lot flowery, and fully romantic and soft. Like a warm hug during the coldest time of year.

1. 1137384 - Pego ceiling lamp off white 2. 1100075 - Saga lantern black 3. 1144234 - Marble coasters set of 4 4. 1137279 - Cezar vase gold
5. 1137315 - Stretto candleholder grey 6. 1137529 - Agna cabinet brown FSC 100% 7. 1145098 - Leoni vase glass 8. 1139500 - Cosmo lantern dark brown
9. 1006645 - Ascot plant stand black



ROCKIN' AROUND THE CHRISTMAS TREE

Is it even really winter until the Christmas tree comes into our homes? What's so great about having an artificial tree is that you know exactly what you're getting every single year.

Now, there will always be firm believers in the cult of 'the real tree', and that's fine. But in case you were wondering, there's an ever-growing case to be made for going faux with one of our beautiful trees by Triumph Tree or Black Box Trees. There's a reason they keep popping up in living rooms around the world.

Extremely realistic looking

There's a faux tree for everyone, that's for sure. Not only do we carry trees in all different price ranges, but we also have trees from different materials to suit anyone's needs. Have you ever encountered a tree made of the extremely realistic looking PE (polyethylene)? Even up close, you won't be able to visually distinguish it from a real tree. And with good reason: our PE trees were made using molds from real trees, straight from the woods.

'There's an app for that'

All used to having a smart home? Why not get a smart Christmas tree! A number of our Black Box Trees offer lighting that you can control via our brand-new Luca Lighting Smart app. This gives you full control over your lighting scheme. Will your tree shine in blue, red or regular warm white? Or are you going full rainbow?

The app even allows you to let your lights blink to the beat of whatever music is playing. Or just blink at whatever speed

you choose. You're in control, and as a result you can have a different tree for any occasion, from classy Christmas dinner to NYE drinks and everything in between. All of this without ever worrying about energy costs, obviously. All of our pre-lit trees use LED-lights which hardly use up any power.

Child's play

What could be better for a kid than to have their very own Christmas tree in their room? Black Box Trees now offers Kids Trees. A perfect package offering a small Christmas tree, and cute (unbreakable!) ornaments. Safe, clean and a perfect start to the holidays.



Ewout Gordijn



"Looking for something different this season? Our new collection of wreaths offers wonderful new shapes. Are you going for a heart, moon, or star?"

Ewout Gordijn
PRODUCT MANAGER CHRISTMAS TREES

Trees for all: donating trees

We collaborate with Trees for All an organization which is dedicated to reducing the carbon footprint. We believe that instead of chopping trees each year having an artificial Christmas tree and reuse it for 10 years or longer is much more sustainable. And on top of that we will make a donation to the organization Trees for All to restore forests and trees in the Netherlands and abroad.

FESTIVE DINING
BRING SOME
HOLIDAY CHEER
TO YOUR
CHRISTMAS
DINNER TABLE





Lovely lilac

the colour of innovation

Are you ready for a truly modern take on the season? Deck your halls with lots of lilacs for a gorgeous breath of fresh air this winter. And enjoy the cool beauty this hue brings to any space.

TREND COLOUR



1. 1144252 - Paper hanging star lilac 2. 1134331 - Plaza tealight holder glass purple 3. 1137160 - Hanging ornament lilac FSC Mix 4. 1144306 - Wall decoration lilac 5. 1073215 - Hydrangea lilac 6. 1145135 - Vase Pinto 7. 1112676 - Bauble unbreakable lilac 30 pieces 8. 1110266 - Lieto basket round lilac set of 3 9. 1136772 - Twist dinner candle lilac 2 pieces 10. 1142325 - Tree lilac 11. 1137698 - Jug purple



Christmas miracle

A rich and vintage take on the season of celebration means combining new and old for an eclectic but original Christmas time. Bring the whole family together with a mix of art deco florals, stripes and basically all the prints in your repertoire. Think velvets, beads and lot of gold and Christmas red that'll make you and your heart sing Noel.



Cosy afternoons

Bring autumn on in, both in hues and in vibes. All those beautiful colours and textures lend themselves so well to DIY'ing. From arrangements of wildflowers to homemade pumpkin pies and breads. We're well on our way to Christmas with this palette of gold, honey, burnt orange and sage green in all different textures. It's just the cosiest of times.



Midnight jingles

It's midnight on Christmas Eve, the most romantic time of all. Dance under a sky of twinkling lights and let the shadows transport you to a glorious celebration of light and dark, glossy and matte, day and night. How dreamy is this Christmas of slightly darker, muted colours with hints of warm gold glowing in the distance?



Warm wishes

Bring on the sparkling lights and the confetti: it's time for a Christmas party! In the season that's all about warmth, bring some extra to all your spaces with a mixture of traditional Christmas, happy, modern colours, and glitters and of course... a candy cane or two. How joyful to all be back together once more.



Morning mist

It's a crisp winter morning and all through the house... we are warm and frozen at once, right down to the boughs. Bring some of the (Jack-) frost inside for a calm and cosy winter vibe that will warm your heart and inspire you to get outside any chance you get. All is bright, that's for sure.

Joy of the world

Sustainable theme

Oh happy day! How festive life can be when decorated with beautiful florals, eclectic prints, and unexpected pops of colour. This classic yet wonderfully rich take on the most wonderful time of the year will make you feel that anything is possible. And in a very sustainable way too. You're going to want to stick with this one.



Fatima Brih



Natural and sustainable

This trend is super special to us because all the items were produced sustainably. Mostly out of recycled materials like cardboard, glass, clothing and of course plastics. We added some beautiful natural materials to that mix to create the ultimate line of sustainable products, each and every one completely unique.

Showroom

Headed for our showroom? Be sure to stop by our special 'Joy to the world' room. It's a real eyecatcher among our Christmas collections, made up entirely of recycled materials, from the furniture right down to the walls. Even the paint we used is biodegradable – it's made from vegetables. It's such a good way to show you what is possible in the world of sustainability.

Future proof

It also offers a glimpse into our future as a company. Because at Edelman, we feel that we're nowhere near done with future proofing our collections and working even more sustainably. Our aim: to make the world (and our homes) even more beautiful with every new collection.

"We proudly introduce to you our first new Christmas theme fully dedicated to sustainability"

Fatima Brih

BUYING DIRECTOR



THE PERFECT TABLE

A festive dinner starts with a cool table setting. Luckily, we offer all sorts of tableware to turn every meal into a feast.

Let go of everything you think you know about setting the table. It's time to throw out the rulebook and to let your table shine. Stock up on beautiful linens, plates, bowls, cutlery and make it even more merrier.

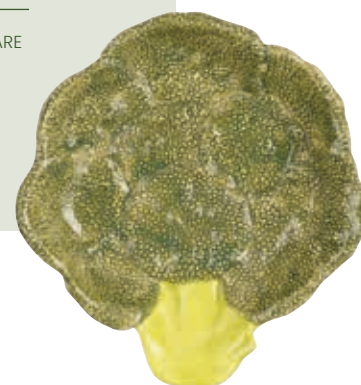
Looking for some inspiration? We got you covered with the popular, hand made ceramic Rhea series in the colour green. Beautiful and durable at the same time! Green is a colour that remains a big trend and has definitely made its way to tableware too. As we all know, anything inspired by nature works like a charm, thus, the inspiration behind our wonderful cabbage, tomato, broccoli, and onion shaped plates and dishes. Such an original way to set the table and the mood.

Be sure to mix and match colours and prints. There's so much more out there than one simple plate and some cutlery. Make your table into a party, and the party will start.

"These bowls and plates make eating your vegetables so much more fun."

Ymke Chukurn

PRODUCT MANAGER TABLEWARE



BECAUSE WE CARE



Sustainability is very important to us at Edelman. Our 'Because We Care' label meanwhile already consists of more than 2500 products from natural or recycled materials. For example, bottles made from 100% recycled glass, cushions made from recycled polyester, baskets made from seagrass and so on. This will only increase in the future

But our Because We Care products do not stand alone. Every effort is made throughout the company to work as sustainably as possible. We use as little plastic as possible when transporting our products and try to recycle as much as possible. In addition, almost all the energy we use in our showroom and offices comes from the more than two thousand solar

panels on the roof of our head office and distribution centers.

We also want to include our employees in this. Through weekly boot camp classes, vegan menu options, laptop stands and the occasional good massage, we try to take the best possible care of our staff. This applies to our people here, but also to everyone down the supply chain.

We work with internationally recognized organizations such as BSCI and Sedex to ensure all people working on our products are treated with respect. By going that little step farther, we make the world that little bit more beautiful.

2500+
BECAUSE
WE CARE
ITEMS



1. 1132519 - Tallos chair ochre dark grey 2. 1125400 - Decoration plate leaf brown FSC 100% 3. 1100002- Ornament icicle recycled paper red 4. 1103332 - Star hanging recycled wood brown set of 3 5. 1057067 - Silva vase glass rib brown 6. 1136436 - Candle stearin pink 7. 1125149 - Vario vase 8. 1123222 - Helios hurricane light dark brown





With 188.000+ followers on Instagram, Sandra Gremmen of @finntage is one of the most influential home décor bloggers of The Netherlands. She tested out our artificial plants and shares her findings.



Sandra Gremmen

INFINITE GREEN

Artificial plants: beautiful, easy, and so close to the real thing.

The colour green signals relaxation to our brains. We see green, and we think of the outdoors, nature, and summertime. It makes us calm down, reduces our stress levels.

I recently got the opportunity to add some gorgeous artificial plants to our upstairs, which now finally feels done. Having plants around the house really helps every home, no matter the style.

Ever since we renovated our home, I've been missing some greenery in certain spaces. We love plants in our house and usually have a mix of real and artificial ones. I used to be quite sceptical about the latter, but I've changed my tune completely in the last few years. Now, I mainly see the advantages.

The world of artificial plants has made strides. They look more realistic than ever now, which has convinced me to add some of them to my spaces.

A good quality faux plant is so close to the real thing. Plus, you get the convenience of being able to put them in spots where plants wouldn't necessarily thrive normally, like chilly or dark places.

They're also good for those who have pets or allergies. Or those who don't have time for plants, or green thumbs, or both. It's a great solution: it's really hard to even tell which plants are faux, you never need to water them, and they'll stay beautiful forever.



@finntage
@_finntage
www.finntage.nl



The reason I personally chose to add artificial plants to my home was that we don't get enough light on our top floor. This hinders the growth of real plants. So, I dove into the huge collection of Mica Decorations and found my perfect matches, although there really is something for everyone.

I selected a great mix of plants and pottery for our bedrooms, bathroom, and landing. From ferns to a wonderfully colourful orchid to liven up my bedside table. My personal favourite? The huge Ficus on a stem at the top of the stairs. I keep forgetting it's not actually real.

Adding greenery has given our upstairs us such a great vibe, and it can do that for every single space in your home too. Even a windowless room can be a perfect spot for something green from now on. Just find your perfect artificial plant, and never look back.




BRANDS OF EDELMAN



MICA DECORATIONS

Versatile, innovative, transformative. Mica Decorations makes a house into a home, no matter the style of the people who live there.


[f @micadecorationsnl](#)
[@ @mica_decorations](#)
www.micadecorations.com



LUCA LIGHTING

In the dark days of the year Luca Lighting offers enchanting light deco for your home and garden. Get creative with a wide choice in light chains, clusters, nets, solar and more.



IN THE MOOD COLLECTION

In The Mood Collection makes sure we're as comfortable and cozy as can be. With a wide range of high-quality textiles.

[@ @inthemoodcollection](#)



TRIUMPH TREE

Triumph Tree Christmas trees has been the international standard in artificial trees for over a quarter of a century.


[f @triumphtree](#)
[@ @triumph_tree](#)
www.triumphtree.com



BLACK BOX TREES

Even after many festive holidays a Black Box tree looks just as gorgeous as the first time you put it together.



LUVILLE

There is always something new to discover in the incredibly detailed miniature houses, figurines, and accessories of LuVille.

[f @luville](#)
[@ @luville_collectables](#)



HOUSE OF SEASONS

Characteristic lanterns, stylish furniture, and lots of decorative accessories – that's what makes the House of Seasons collection so special.

CAREFREE CHRISTMAS FOR ALL

We've all changed the way we think about our electric and gas bills in these last couple of months. But there's no reason to let them get in the way of a festive Christmas. Nearly all of our Christmas lights are LED and use up minimal amounts of electricity. For a carefree Christmas for all, without having to make any concessions to the seasonal cheer.

If there's ever a time to go all out, it's definitely in the darkest months of the year. What's a Christmas without an abundance of sparkly lights? To make sure you know exactly how much power our lights use, we've put all the information right on the packaging. So choose lights to put up indoors, in the tree or on your mantel and do not forget to light up the garden!

Speaking of the outdoors... are you familiar with our Garden D'light range yet? This might be Luca Lighting's most popular offering for the festive season. You can stick these beautiful light arrangements (shaped like stars, Christmas trees or hearts) right in the soil. And if you want, you can connect them to each other for a wonderful arrangement of outdoor joy.

New Luca Lighting Smart app

Whatever your style is, the Luca Lighting Smart App gives you full control over your Christmas lights. Will you keep it traditional in warm white? Or are you going rainbow-coloured? The possibilities are endless, as you can even make your lights move to the beat of the music you've got playing. It's all there, on your smartphone. The app is available in the App Store and Google Playstore.

"Our snake lights and cluster lights are now available in displays, perfect for your store."

Mike Pothuizen

PRODUCT MANAGER LIGHTING



Mike Pothuizen



ADVENT CALENDAR 🎁

Are you counting down the days before Christmas with us? These days are full of surprises and beautiful moments. Let's do it together and make the most out of the most wonderful days of the year.

01



Visit our showroom
and select
your Christmas
collection for 2023!

02

Time to put up your
Christmas tree



03

*Kindness is free, sprinkle
that stuff everywhere.*

04

Get in the mood
for Christmas, we
made a list with
movies to watch



06

07

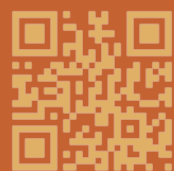
08

Today is a good
day for baking
See page 6.



09

LuVille
colouring page



05

10



Make your own little ornament

11

*Christmas is full of
miracles, you're one!*

12

13

Get ready
or Christmas
dinner with our
printable Menu!



14

18

*Dear Santa, just
leave your creditcard
under the tree.*

15

*I'm dreaming of a white
Christmas, but if it runs
out I'll drink a red.*

16

19

20



17



Christmas playlist

25

*Merry
Christmas*

5% OFF

Enter promo code
in our web shop:
MerryChristmas5

Ends 28 February
Only on stock items, discount not in
combination with other offers

21

Gift label
printable



22

23

24

Enjoy your
Christmas eve



"Let your
Christmas tree tell a story.
Ornaments are having a real
moment right now and are just
about as fun as they can get.
Bye bye boring, hello world
of wonder!"

Ronald Bonnema

PRODUCT MANAGER ORNAMENTS

Step by step

WINTER DAYS DIY: LUVILLE BOTTLE

Do you want to build your own Christmas village? This fun DIY uses LuVille miniatures to help you create your very own festive centrepiece.

Nothing says Christmas quite like building a festive village that you can't take your eyes off. The wonderful lighted houses, shops, and figures of LuVille give you the chance to build your own perfect winter wonderland from scratch.

Whether you already have a whole village setup in your collection or are just getting started, this simple DIY is the perfect way to get in the mood for the holidays.

Used items:

• 1123521 - 1123522 bottle holder • 147790 - 147791 Vienne vase • 1126812 - 1126813 decoration materials display • 610300 LuVille adapter • 1106343 artificial snow • 123006 Reindeer moss display • 1113125 Clumsy Santa • 1034024 Cinnamon buns battery operated • 1084853 Passengers 3 pieces • 1031321 Fun with snow • 605052 Wooden Fence • 608319 Bristle tree assorted 9 pieces • Board, to create a base in the vase with • Glue gun, to secure items • Wooden discs, to create levels.



1123522 - Bottle-holder black

147791 - Vienne vase transparent - h40xd23cm



1126813 - Decoration materials 24 pieces



1

Get your supplies. Make sure you have a large Vienne vase with a holder, a base, and some hot glue. Select your favourite LuVille figurines and keep some snow or moss on hand to create your own vibe.



2

Add the base to your jar. You can paint it black like we did or choose whatever festive colour you desire.



3

Time to glue your LuVille beauties in place. Set and hold for a few seconds for indestructible results.



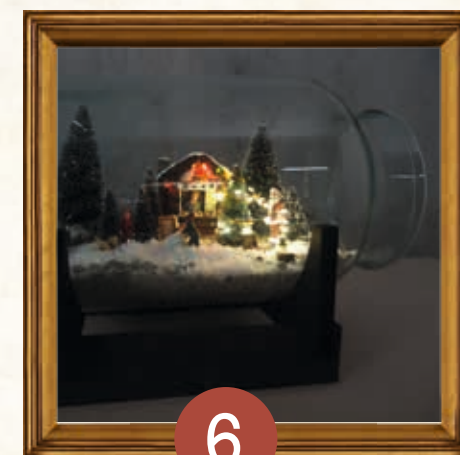
4

Make sure you think of an arrangement ahead of time and be mindful of empty space in the jar. Getting some height into it, makes it look very professional.



5

Let everything dry for a beat, then add your ground layer of snow, moss, decorative granulate, or both.



6

Run all your wiring down the back of your base, out of sight. Then simply plug your adapter into the battery boxes and enjoy!



Kelly Kolkman

FROM PLANTER, TO TOWEL OR MAGAZINE STORAGE

We love a good basket all year round, but our basketware collection sure deserves a spot in our Winter Magazine too. It's such a quick way to tidy up any space and brings loads of character in the process.

Whether you use baskets for beautiful storage (for everything from toys to warm blankets) or as a gorgeous pot for your favourite plant, there isn't a room in the house that can't profit from a basket or two.

Endlessly convenient

Use them as extra storage for books. Accessorize with them. Create the perfect craft room. Hang them up in the kitchen for your greens. Add one to your front door space to catch all those pesky items that never seem to have their own spot. Pop them in the bathroom to store away cluttered looking supplies or hold fluffy towels. And get some for your living room to hold everything from your magazines to the ever-lost remote control. The possibilities are endless.

A perfect (and sustainable) plant home

Of course, baskets with a liner can also provide your greenery with a lovely warm home for winter. The natural texture of the seagrass we use for our baskets makes it a perfect match for any plant life, big or small.

The grass gets twisted up after drying to make them extra durable. These natural storage baskets are lightweight, soft, and tough enough for storage purposes. In our new collection we have a wide range of basketware in various colours and textures, there's a perfect style for every home.



"We produce our range of baskets in the most sustainable way possible, including by lining our latest offerings with recycled plastic"

Kelly Kolkman
PRODUCT MANAGER BASKETWARE

MEET OUR POINT OF SALE ITEMS

At Edelman, we would like our products to stand out on the shop floor. Therefore, we are happy to give shops a helping hand with special furnishings and displays for our brands.

From lovely shelves to display tables and attractive signs: in our wide assortment of point- of-sale materials, you will always find something that fits your shop(s). They make for a professional and neat place to show of what you're selling, which helps off enhance the brand experience for shoppers.

Displays

Get your customers attention on the shopping floor with our POS displays. A lot of articles from our Essentials collection are available in display or PDQ. This season we have expanded our range of displays with several new variants. New available is our cushion display, lighting display and a new version of our flower display.

Would you like to find out more about what we have available for you? Please ask your account manager for the options.



"We offer everything from small displays to complete shop-in-shops, all specifically made for our brands. Anything to help our customers to have the best possible experience."

Nadine van Veen

MARKETING & E-COMMERCE MANAGER

Highlights

2022/2023

Autumn Winter Christmas 2023 showroom

Visit our showroom and select your new Autumn Winter Christmas collection for 2023. Please contact your local sales representative or our sales office at info@edelman.nl to arrange an appointment, transport or hotel reservation – we are here to assist you!



03/02/2023

Christmasworld 2023

Hall 5 stand B30

03.02.2023 – 07.02.2023

Frankfurt, Germany



Christmas memory ornament

Alzheimer Nederland is a foundation that is committed to a future without dementia! Together with this foundation we created a Christmas Memory ornament. Keep your most beautiful memories safe in this ornament. From every ornament sold €3,50 goes to Alzheimer Nederland to stop dementia.



24/01/2023

IPM Essen 2023

Hall 5 stand 5E16

24.01.2023 – 27.01.2023

Essen, Germany

Virtual Showroom 360°

Not able to visit our showroom? Visit our showroom from your own (home) office. Walk around our virtual showroom, you can easily click along the shelves and fly from theme to theme and select your new collection. Go to www.prebook.edelman.nl and start the tour or



contact your account manager, make an appointment and go through the products together.

Social media

Follow Edelman and our brands on social media and stay up to date about the latest trends and events.



OUT NOW!

OUR ESSENTIALS GUIDE FOR 2023 IS NOW AVAILABLE!

It contains everything you wish to know about our continuing collection. Would you like to receive a copy of the guide? Then please contact your account manager!

Looking for more inspiration? The new online brand brochures for Luca Lighting, Triumph Tree, Black Box Trees and LuVille are also available via your account manager or online at www.edelman.eu/en/brochures.

EPILOGUE

Dear customer, it is Christmas time. Consumers are longing for the holiday season more than ever. The geo-political environment has changed dramatically and that is not expected to change for the better shortly. We all were limited in gathering together with too many people in the COVID-era and luckily as from now we can gather again. And with the world on fire what is a better place to be than close to the Christmas tree with family and your loved ones? The Christmas season and family cosines are more actual than ever.

Inflation rates which went through the roof, disturbed and crazy priced supply chains and closures of factories due to China's zero tolerance policy have been the name of the game during the last years. At the same time demand went through up strongly and this year we all ordered our seasonal items early and in high volumes.

As a result, the market is flooded with products and stocks are high. That is valid for our customers as for ourselves. We all need to go back to normal. Good news is that finally prices are stabilizing or even decreasing. The supply chain is getting back to normal and even container pricing finally found its way back to acceptable levels.

Despite of all economical uncertainties and declining trust,

the consumer did spend money this Christmas season so let's get ready for 2023!

We could still hardly travel but once again I believe the buying team did a stunning job. We have 6 Christmas themes this year and all are spot on. At Edelman we care for the environment and I believe the climate change and sense of urgency around our energy consumption and emissions meanwhile have become part of our thinking. We have one sustainable theme specifically addressing this: "Joy to the World" and I love it! My favourite item in this collection is the Christmas Paper tree (FSC® - certified), sustainable and very decorative. Who would not like to have that in his house?



Ronald van Veen

"Enjoy your visit to our showroom! See our Christmas themes and do not forget the home deco, artificial flowers and pottery collection downstairs."

Ronald van Veen
CEO EDELMAN



**WE LOVE TO
WELCOME YOU**
AUTUMN WINTER CHRISTMAS
SHOWROOM 2023



edelman
since 1898

*To make the world more beautiful,
warmer and cosier in and around the house
and in all seasons.*

~That is our mission~



www.edelman.eu