

Seminar on Heimtextil Trends 2026/27 and Visual Merchandising in Karur

Karur, October 9, 2025:

A seminar on Heimtextil Color Trends 2026/27 and Visual Merchandising was held at The Royal Grand Hotel, Karur, on Thursday evening, bringing together leading exporters and designers from the textile sectors. The event was organized by the **Handloom Export Promotion Council (HEPC)** under **National Handloom Development Programme (NHDP)** of O/o. **Development Commissioner for Handlooms (DCH), Ministry of Textiles, Government of India**. This event witnessed participation from over **140 home textile exporters** from Karur and surrounding region.



HEPC as a lead council has been organising participation in Heimtextil every year for over two decades providing opportunity to the Indian exporters to showcase their products.

About 80 exporters from all over India are given opportunity to participate and exhibit their products in the upcoming **Heimtextil 2026 at Frankfurt, Germany** through Handloom Export Promotion Council.

The seminar organized by HEPC at Karur aimed to familiarize exporters and textile professionals with the upcoming global trends expected to be showcased at Heimtextil 2026, the world's leading trade fair for home and contract textiles to be held in Frankfurt, Germany. The fair serves as a key international platform for innovations in fabrics, furnishings, and sustainable design.



The program began with honouring of chief guests & followed by welcome address by **Mr. N. Sreedhar, Executive Director, HEPC**. In his remarks, he emphasized the importance of trend awareness and innovation in sustaining India's position in the global home textile market.



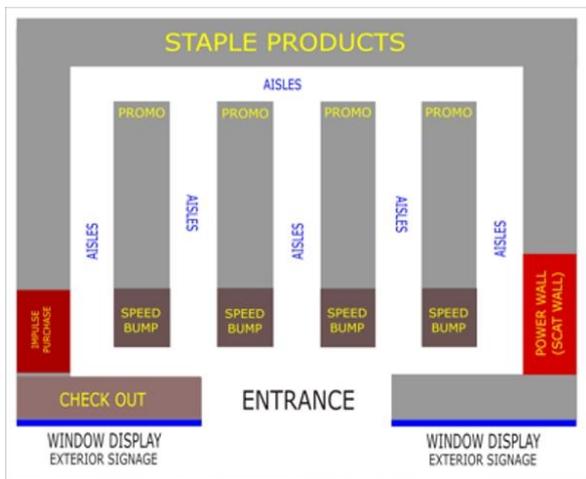
Mr. Nachimuthu, Hon. President, Karur Textile Manufacturer and Exporters Association (KTMEA), delivered the special address, highlighting the role of Karur's textile exporters in adapting to evolving international market needs and also shared his experience in attending the event and strategies to follow during the event participation.



The keynote address was presented by **Mr. Ramesh, Vice Chairman, HEPC,** who spoke about the Council's ongoing efforts to promote design-led growth in the home textile export sector.



The evening featured two insightful presentations by experts from the National Institute of Fashion Technology (NIFT), Chennai. **Mr. V. R. Karthikeyarayan**, Associate Professor, delivered a session on **Visual Merchandising**, focusing on display strategies that enhance consumer engagement.



This was followed by **Mr. K. Kumaraguru**, Assistant Professor, who presented **Heimtextil Colour Trends 2026/27**, offering participants a glimpse into emerging global design directions and color stories.





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| (BLACK HOLE)  PANTONE TCX 19-5350 NCS S 8505-G RAL 170 20 10 | (BURGUNDY PATINA)  PANTONE TCX 19-2030 NCS S 4050-R20B RAL 360 30 40 | (MOSS IMPRINTS)  PANTONE TCX 15-0535 NCS S 2040-G70Y RAL 100 70 40 |
| (SOFT GROUND)  PANTONE TCX 17-1052 NCS S 4550-Y30R RAL 060 40 40 | (WET CLAY)  PANTONE TCX 15-0953 NCS S 2060-Y20R RAL 075 70 70 | (OLIVE KNOT)  PANTONE TCX 17-0529 NCS S 4550-G70Y RAL 100 50 40 |
| (ORANGE INTUITION)  PANTONE TCX 17-1461 NCS S 0580-Y70R RAL 2004 | (LOOSE BROWN)  PANTONE TCX 19-1419 NCS S 8010-Y70R RAL 8017 | (RED IMPRESSION)  PANTONE TCX 19-1758 NCS S 1580-R RAL 440-4 |
| (GRAPE INTERFERENCE)  PANTONE TCX 16-3823 NCS S 2040-R60B RAL 570-3 | (WIRELESS BLUE)  PANTONE TCX 19-4150 NCS S 3065-R90B RAL 5005 | (ZOOM KISS)  PANTONE TCX 17-1647 NCS S 0565-R RAL 460-3 |
| (CLOUD SYSTEM)  PANTONE TCX 13-5714 NCS S 1030-B90G RAL 170 80 25 | (DIGITAL FOG)  PANTONE TCX 12-5504 NCS S 0510-G20Y RAL 150 90 05 | (YELLOW GLITCH)  PANTONE TCX 13-0651 NCS S 0570-G70Y RAL 100 80 80 |
| (SCREEN TAN)  PANTONE TCX 14-1241 NCS S 1040-Y50R RAL 060 80 40 | (GREEN SCREEN)  PANTONE TCX 12-0109 NCS S 1010-G20Y RAL 140 90 10 | (LILAC RENDER)  PANTONE TCX 14-3612 NCS S 1030-R50B RAL 310 80 15 |

The seminar concluded with an interactive session and a vote of thanks given by **Mr. P. Rangasamy, Joint Director, HEPC**. The event served as a valuable platform for exporters, designers, and industry professionals to exchange ideas and understand on design and color trends for the season ahead and prepare their products accordingly and its presentation during Heimtextil 2026.

