

Event Report- Seminar on Heimtextil Trends 2026 & Visual Merchandising

The Handloom Export Promotion Council (HEPC) organized a seminar on Heimtextil Trends 2026 & Visual Merchandising on 7th November 2025 at Hotel Gold, Panipat, with the financial grant under National Handloom Development Programme of Office of the Development Commissioner (Handlooms), Ministry of Textiles, Government of India. The seminar aimed to update exporters and industry participants on upcoming global color and design trends for Heimtextil 2026, while also providing practical insights into visual merchandising for better product presentation and trade fair participation.



The event began with registration followed by the felicitation of the guest speakers Ms. Savita S Rana, Professor, National Institute of Fashion Technology (NIFT), New Delhi, Shri Ashish Popli, Designer and Ms. Priya Sachdeva, Senior Project Manager, Hannover Milano Fairs India Pvt. Ltd. by Mr. Lalit Goel, Chairman, HEPC.



Thereafter, Shri P. Rangasamy, Joint Director (Export Promotion), HEPC, delivered the welcome address, greeting all dignitaries, speakers, and participants. He extended a special welcome to the newly elected Executive Committee members who were present at the event namely Ms. Ruchi Gupta, Shri Vinod Dhamija, and Shri Aseem Pahwa along with other EC members Shri Rakesh Jain, Shri Suresh Tayal, and Shri Ramesh Verma. He highlighted the Council's continuous presence at heimtextil providing opportunity to sizeable member exporters and objectives of the seminar and emphasized HEPC's commitment to supporting handloom exporters through initiatives in trend awareness, capacity building, and export promotion.





This was followed by the keynote address by Mr. Lalit Goel, Chairman, HEPC, who warmly welcomed the participants and commended the collaborative efforts of the Council, NIFT, and the design community in bringing valuable knowledge to the exporter fraternity. He emphasized that HEPC continuously works to resolve trade issues by engaging with appropriate authorities and encouraged exporters to actively share their concerns and suggestions. He further outlined HEPC's initiatives such as organizing seminars, buyer-seller meets, and participation in 15–20 international fairs each year to help members explore new markets. Chairman also highlighted the Council's services in market development, trade intelligence, and product and design improvement. Expressing confidence that the presentations from NIFT and design experts would guide exporters in aligning their products with international trends.



The technical sessions began with a presentation by Ms. Savita S Rana, Professor, NIFT, New Delhi, on Heimtextil Color Trends 2026. She presented an overview of the evolving global color palettes, design directions, and material concepts influencing the home textile sector. She highlighted how consumer buying behavior is shifting towards appreciating imperfection and preferring products with a natural touch and feel. Ms. Rana encouraged participants to explore the use of AI tools to visualize their design concepts, which can then be interpreted through handcrafted techniques to create distinctive and unique products — a core idea reflected in the Heimtextil 2026 trends. Her presentation made the subject of color trends engaging and easily understandable for all attendees.



Next, Shri Ashish Popli, Designer, conducted an engaging session on Visual Merchandising, focusing on effective booth design, layout, and display techniques that enhance product appeal in trade fairs environments. He emphasized that the new model of such fairs serves as a platform to showcase creativity and capability, helping exhibitors establish a lasting impression in the minds of buyers. He highlighted that a booth should communicate the brand's identity through simple yet innovative ideas. Shri Popli also illustrated several examples of unique booth concepts and creative displays adopted by exhibitors in international shows through an engaging presentation.





All the presentations shown during the seminar were well received by the participants, and many requested soft copies of the materials for future reference.

This was followed by a presentation by Ms. Priya Sachdeva, Senior Project Manager, Hannover Milano Fairs India Pvt. Ltd., on Domotex 2026. She explained the revised format of the event, which now includes a wider range of product segments beyond carpets. Participants appreciated the new structure but requested additional discount support, considering the event's expanded focus.



Shri P. Rangasamy, Joint Director (EP), HEPC, made a brief presentation on the upcoming international events planned by the Council for the remaining months of FY 2025–26, encouraging exporters to participate actively. This was followed by an interactive Q&A session, during which participants discussed export promotion strategies and opportunities for participation in international fairs.



The programme concluded with a vote of thanks by Shri Rakesh Jain, Member, Executive Committee, HEPC, who expressed gratitude to all speakers, dignitaries, and participants for their active participation and contribution to the success of the seminar. The event concluded with dinner and informal networking among attendees.

A total of 55 participants attended the seminar, representing exporters, manufacturers, and design professionals. The seminar received positive feedback from the participants for its practical content and useful guidance on upcoming trends and events. The event was also covered by **Dainik Tribune**, a leading Hindi daily newspaper, in its next day's edition.
