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#immcologne

imm cologne 2027 with new brand world

Two sub-brands provide clear guidance

imm cologne is continuing the strategic development of its brand architecture. Two new distinct sub-brands, Global Sourcing and Retail Furniture, will complement the established umbrella brand for the first time at the next edition of the trade fair, which will take place in Cologne from 19 to 22 January 2027. With this new structure, imm cologne will better reflect the differing requirements and business priorities of the international furniture market - while maintaining a shared focus on consumer-oriented interior design.

The international furniture market and its sourcing structures are changing, with global manufacturers and suppliers playing an increasingly important role for European retailers. At the same time, demand for market-ready products in the entry-level to mid-range price segments remains high.

“With the new sub-brands Global Sourcing and Retail Furniture, imm cologne brings greater clarity and opens up targeted business opportunities for market participants. As an international business platform for the consumer-oriented furniture industry, it provides a single venue where diverse requirements for sourcing and product range planning can be met,” explains Bernd Sanden, Director of imm cologne.

Global Sourcing: focus on international procurement

With Global Sourcing in Hall 11.1, imm cologne 2027 is establishing a new sub-brand for sourcing and procurement for the consumer-oriented furniture industry. The B2B marketplace will connect international production and supply expertise with demand from the European furniture market. It will span OEM and ODM production, private-label and contract manufacturing, the development and sourcing of new products and collections, and the building of global supply chains.

Buyers from across Europe will benefit from a concise overview of manufacturing capabilities, new sources of supply, scalable production options and the availability of competitively priced products offering value for money. International manufacturers and suppliers will have the opportunity to meet key purchasing and procurement decision-makers and gain access to new customer groups, sales markets and business partnerships throughout Europe.

Global Sourcing will cover a wide range of products in the entry-level price segment, including upholstered furniture, living room furniture, bedroom furniture and mattresses, tables and chairs, space-saving furniture, smaller and stand-alone pieces of furniture, furniture for children and teenagers, and bathroom furniture.

Retail Furniture: market-ready furniture for the European retail sector



imm cologne
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www.imm-cologne.com

Your contact:
Judith Leyendecker
Tel.
+49 176 12 56 33 24
e-mail
j.leyendecker@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Torsten Burmester

Headquarters and place of jurisdiction:
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With Retail Furniture, imm cologne 2027 is establishing a new sub-brand in Hall 10.2 for store-ready furniture, market-ready ranges and design-led furnishing solutions in the entry-level to mid-price range. This is where manufacturers and brands will meet buying groups and decision-makers from both bricks-and-mortar and online European furniture retail.

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Trade visitors will gain a focused overview of expertly crafted furniture and interior design solutions that meet the expectations of the European consumer market, drawing inspiration to help them plan their own product ranges. Exhibitors will be able to engage with relevant retailers and trade partners across Germany and Central Europe and have the opportunity to tap into new sales markets.

The extensive product range offered by the Retail Furniture segment will include upholstered furniture, living room furniture, bedroom furniture and mattresses, kitchen and dining room furniture, tables and chairs, space-saving furniture, smaller and stand-alone pieces of furniture, furniture for children and teenagers, bathroom furniture, home textiles, accessories, lights and lighting systems, floor coverings, wall and ceiling decoration, and various other interior design elements.

New brand architecture to launch in 2027

imm cologne 2027 will mark the visible launch of the trade fair's updated brand architecture. For the first time, Global Sourcing and Retail Furniture will appear as two distinct sub-brands under the imm cologne umbrella brand. Companies interested in exhibiting are still welcome to register for imm cologne 2027. Information about participation options and how to apply is available at www.imm-cologne.com/for-exhibitors/become-an-exhibitor/. The Ticket Shop for trade visitors opens on 22 September 2026. To find out more, visit www.imm-cologne.com.

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces. Leading international trade fairs such as ORGATEC, interzum, FSB, aquanale and spoga+gafa come together at the Cologne trade fair location to form renowned and established industry meeting points. This strong portfolio is further enhanced by imm cologne and idd cologne, both of which are also held in Cologne. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

Beyond that, Koelnmesse is strategically expanding its portfolio in international growth markets. The imm brand family includes imm india and IFFINA+ powered by imm cologne in Indonesia. The ORGATEC brand has established a global footprint with ORGATEC Tokyo, ORGATEC India, and ORGATEC WORKSPACE Saudi Arabia. The international presence of the interzum brand extends to interzum guangzhou, interzum bogota, interzum jakarta, and the interzum forum italy. The FSB brand is also internationally active, with the FSB Sports Show Riyadh and the FSB Forum Italy in Bergamo. Furthermore, the portfolio features La Feria De Diseño Medellín

powered by imm cologne in Colombia.

Further information: www.imm-cologne.com/trade-fair/portfolio-worldwide/

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The next events:

IFMAC WOODMAC, Jakarta 23.09. - 26.09.2026

IFFINA+ powered by imm cologne, Jakarta 24.09. - 27.09.2026

interzum jakarta - The Premier Gateway to Indonesia's Furniture Innovation and Supply Industry, Jakarta 24.09. - 27.09.2026

Note for editorial offices:

imm cologne press information as well as photos are available on the Internet at www.imm-cologne.com in the section "Press".

If you reprint this document, please send us a sample copy.

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Your contact:

Judith Leyendecker

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel.: +49 176 1256 3324

E-Mail: j.leyendecker@koelnmesse.de

www.koelnmesse.com