

A Living Ecosystem for Interior Professionals Inside Trademart Brussels' Signature Event

An interview with Lien Van Hecke, Brand Manager of Trademart Brussels



Portrait of Lien Van Hecke, Brand Manager of Trademart Brussels

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The Brussels Interior Event at Trademart, located next to the iconic Atomium, offers a unique experience for interior professionals. This year is extra special, as the Trademart celebrates the renovation of zones in their Home & Living department. With 350+ permanent brands and guest exhibitors, it's a dynamic hub where designers, retailers, and architects can efficiently source products, discover the latest trends, and build meaningful connections—all in one inspiring day.

WHAT MAKES THE BRUSSELS INTERIOR EVENT AT TRADEMART A UNIQUE EXPERIENCE COMPARED TO OTHER INTERIOR AND LIFESTYLE FAIRS IN EUROPE ?

The Brussels Interior Event is truly one of a kind because it takes place inside Trademart, a permanent B2B center where brands and showrooms are present all year long. Visitors don't just attend a temporary fair, they step into a living ecosystem of suppliers and partners. Another key difference is the audience: every visitor is a professional—interior shop owners, concept store buyers, designers, architects. This makes networking and business exchanges extremely relevant. And on top of our 350+ permanent brands, we invite guest exhibitors, so there's always a fresh, broader mix of products and innovations to discover.



HOW DO PROFESSIONALS SUCH AS RETAILERS, DESIGNERS, ARCHITECTS, OR CONCEPT STORE OWNERS TYPICALLY BENEFIT FROM ATTENDING THIS EVENT ?

Efficiency is the main advantage. With so many brands gathered under one roof, professionals can compare products and buy for their collections in just one visit instead of traveling to multiple locations. At the same time, the event serves as an inspiration hub. Retailers, designers, and architects discover new brands, meet suppliers face-to-face, and leave with fresh ideas and contacts that truly strengthen their business.

WHAT ARE THE HIGHLIGHTS OR KEY FEATURES PARTICIPANTS CAN EXPECT THIS YEAR?

This year is extra special because we've opened a brand new renovated zone in our Home & Living department. In addition, we're creating curated spaces, styled installations, and countless networking opportunities—so it's not just a sourcing trip, but also an inspiring day for our visitors.

WITH MORE THAN 350 BRANDS ON DISPLAY, WHAT CATEGORIES OR TYPES OF PRODUCTS ARE MOST IN DEMAND AMONG VISITORS?

Our visitors are diverse, ranging from small interior boutiques to large concept stores, so their needs vary widely. But what unites them is a strong appetite for novelties and innovation. They're looking for fresh designs, new materials, and trend-forward products that help them stand out in their own markets. That's why we put so much effort into bringing innovative exhibitors and emerging brands into the mix each year.



HOW MANY PARTICIPANTS ARE YOU EXPECTING THIS YEAR, AND HAS THE NUMBER GROWN COMPARED TO PREVIOUS EDITIONS ?

We expect over 500 visitors, which is a steady increase compared to previous editions. Every year we see more enthusiasm and growing demand from the interior sector for a specialized event like this, where professionals can both buy and connect under one roof. The positive feedback we receive confirms that Trademart is still a true reference point for the interior and lifestyle community.

HOW DOES THE EVENT HELP VISITORS STAY AHEAD OF TRENDS IN INTERIOR, HOME, AND LIFESTYLE ?

Trends are shared on multiple levels. Our marketing team researches and communicates them to our community of 9,000+ professionals throughout the year. But trends also come to life in the showrooms, where our permanent exhibitors constantly update their collections. Add to this the fresh perspectives from our guest exhibitors, and visitors are guaranteed to discover something new and ahead of the curve.

IN WHAT WAYS DOES TRADEMART SUPPORT CONNECTIONS AND LONG-TERM BUSINESS RELATIONSHIPS DURING THE EVENT ?

The Brussels Interior Event is so much more than a buying fair—it's a meeting point. We create a relaxed but professional environment where face-to-face conversations can grow into long-term partnerships. Exhibitors use their showrooms not just to sell, but to build trust and service relationships. For visitors, it's the perfect chance to consolidate supplier networks, discover new partners, and deepen existing collaborations.

WHAT MAKES THE LOCATION (NEXT TO THE ATOMIUM) AND THE TRADEMART VENUE ITSELF SPECIAL FOR HOSTING THIS B2B EVENT ?

The location is iconic—being right next to the Atomium, which is known worldwide, gives the event both prestige and accessibility. The building itself is also unique: unlike temporary fair halls, Trademart is purpose-built for B2B trade, with permanent infrastructure, spacious showrooms, and professional facilities. It's the perfect home for brands and buyers alike.



ARE THERE ANY EXCLUSIVE OFFERS, PRODUCT LAUNCHES, OR FIRST LOOKS THAT ATTENDEES SHOULD PARTICULARLY WATCH OUT FOR ?

Absolutely. Visitors can look forward to first looks at brand-new collections from our permanent exhibitors, while guest exhibitors bring in fresh products not normally available at Trademart. That element of surprise is part of the experience—and one of the reasons why the event is so exciting to attend.

LOOKING FORWARD, HOW DO YOU SEE THE BRUSSELS INTERIOR EVENT EVOLVING IN THE NEXT FEW YEARS ?

We have ambitious plans. Without revealing too much, I can say that we want to play an even stronger role in connecting emerging brands with retailers. At the same time, we'll continue to invest in making each edition a truly unique and memorable experience. Our goal is that professionals leave inspired, connected, and eager to return for the next edition.

