

NEONYT

Neonyt goes international – bonjour, Paris! Messe Frankfurt's stylish-sustainable B2B licence format also to be held in the world's capital of fashion from January 2023

The international roll-out is top class: to be launched in Paris as a preview edition, Neonyt licensed by Messe Frankfurt will open its doors for the first time outside Germany from 21 to 23 January 2023, and be organised by the renowned WSN Développement. As Europe's most relevant B2B order platform for fashion, sustainability and innovation, Neonyt will present professionally responsible brands with broad textile horizons to international buyers, and open up and serve new markets from France alongside the existing location in Düsseldorf. Fashions oriented strictly towards sustainability and design meet the modern instinct for ecology, style and trends. From next year, Neonyt will be held parallel to Who's Next and IMPACT twice a year, in January and September.

Frankfurt am Main, 8 December 2022. In August, this year, the first Neonyt licence was awarded to Igedo Exhibitions in Düsseldorf and will be held there for the first time from 28 to 30 January 2023 at the Areal Böhler. Today Messe Frankfurt can announce not only the conclusion of the next partnership but also its first international licence award. In this case, Messe Frankfurt has entered into a partnership with WSN Développement, Paris, an exhibition company with extensive experience of the fashion sector, which will operatively plan and hold Neonyt Paris at Paris Expo Porte de Versailles. From France, Neonyt can now expand its market coverage by opening up completely new catchment areas for exhibitors and buyers. Today, Neonyt is already Europe's leading B2B fair for sustainable fashion and, as a curated order platform with trend-spotter character, well established, popular and future oriented.

"We are very proud of our new partnership with WSN Développement, which now constitutes a striking, initial, future-oriented milestone in our strategic internationalisation pathway", explains Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt. "Paris is a highly attractive, trend-setting fashion location. And, very popular in the sector, as well as having increasing links with the markets of southern Europe, Paris is for both us and our community the perfect choice for our first international licence location."

From the very beginning, Messe Frankfurt has always aimed to position Neonyt with its already international character, its sense of responsibility and its unrivalled international reputation in relevant markets and thus to uncompromisingly offer new access to reliably curated fashions distinguished by sustainability criteria that simultaneously take account of the latest trends. "Today, it is more important than ever before to give expression to the undisputed ecological and social value added of sustainable textiles and to provide ecologically viable fashions with attractive presentation platforms in a professional and

dependable setting”, says Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt.

Messe Frankfurt pushing forcibly ahead with its sustainability objectives for the textile sector

In Paris, Neonyt licensed by Messe Frankfurt will be held annually at the end of January and the beginning of September, concurrently with the international Who's Next. Well known throughout the sector, Who's Next presents fashions, accessories and lifestyle, as well as the season's trends, for buyers. Launched in 2019, IMPACT by WSN, which not only sets fashionable and ecological accents but also supports positive measures for speeding up the process of ecological change in the fashion sector, will also be held in the immediate vicinity of Neonyt. Who's Next and IMPACT attract international buyers from abroad – especially those from the retail sector in France, Italy, Spain, Portugal, Switzerland and Belgium. The focus for all labels at Neonyt is speciality and multi-label stores, both of which attach great significance to sustainable fashions.

“The values of IMPACT and Neonyt are universal and game changer in the fashion industry. Our partnership sets a great signal and a significant acceleration in the events sphere. We are proud to welcome Neonyt in Paris to reveal to our ecosystem a stronger fashion & sustainable offer from next January”, says WSN CEO Frédéric Maus.

Summing up, Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt says, “Together with the licenced edition of Neonyt in Düsseldorf, the new Paris edition represents a symbiotic market entry and addition to our location portfolio. From now on, we can offer buyers, the labels and our growing and committed community the chance to open up new markets and to expand even more internationally. At the same time, we at Messe Frankfurt are forging ahead intensively with our sustainability ambitions in the textile sector with our international Texpertise Network with more than 50 events worldwide, some 22,000 exhibitors and more than half a million visitors.”

Neonyt Preview will be held in Paris from 21 to 23 January 2023.

Paris Expo Porte de Versailles
75015 Paris

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www.neonyt.com/press

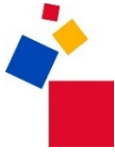
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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com