

Press release

15 October 2018

NEONYT: The change of fashion is now

Thimo Schwenzfeier
Tel. +49 69 75 75-6291
thimo.schwenzfeier@messefrankfurt.com
www.messefrankfurt.com
www.neonyt.messefrankfurt.com

Kick-off for Neonyt, the global hub for fashion, sustainability and innovation (from 15 until 17 January 2019). At Kraftwerk Berlin, Messe Frankfurt is launching a neo-new concept that brings together style, business, inspiration, knowledge, fun and community. The hub is taking over from trade fair duo Ethical Fashion Show Berlin and Greenshowroom, with the whole fashion curation aspect shifting even more into the focus.

Changing fashion together. Through collaboration and innovation, sustainability and technology. With this in mind, Messe Frankfurt has created a new business and communication platform: Neonyt – the global hub for fashion, sustainability and innovation. Incorporated into Berlin Fashion Week and with an international focus, it is the world's leading event of its kind. The first edition of Neonyt will be making its debut from 15 January 2019 at Kraftwerk Berlin.

The hub concept.

With its hub concept, Neonyt combines the most important elements of the fashion industry – business, inspiration, knowledge, fun and community – in a neo-new way. The hub is made up of the Neonyt Trade Fair, the conferences Fashionsustain by Messe Frankfurt and #Fashiontech by Premium Group and the design-thinking format Thinkathon, the Neonyt Fashion Show, showcases, the influencer and blogger event Prepeek, networking events and, last but not least, the Neonyt Party. “Neonyt is a place where professionals can meet and engage in valuable dialogue. We bring products and contents together with people and organisations, so they can each increase their innovative potential. Global hub Neonyt also draws on the know-how of Messe Frankfurt’s international ‘Texpertise Network’ with over 50 trade fairs, around 22,500 exhibitors and more than half a million visitors worldwide,” explains Show Director Thimo Schwenzfeier.

Neo. Nytt. Neonyt.

The hub is taking over from trade fair duo Greenshowroom and Ethical Fashion Show. Under the new joint name Neonyt, the platform is realigning itself to confidently reflect ambitious fashion standards and the desire to create something new. However, the sustainability promise made by Greenshowroom and Ethical Fashion Show Berlin remains unchanged. The self-coined name Neonyt is derived from the Ancient Greek word “neo” (which means new and revolutionary in English) and the Scandinavian word “nytt” (which also means new). “The renewed

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

new” – Neonyt is a synonym for the fundamental transformation process of the fashion and textile industry.

Fashionable. Sustainable.

With this new direction, the whole fashion curation aspect is shifting even more into the focus. “With Neonyt, we are boldly pursuing new paths – also with regard to the selection and compilation of brands from a fashion perspective. This applies both to the Neonyt Trade Fair as well as to the Neonyt Fashion Show. Our aim is to showcase the cutting edge of sustainable fashion,” says Creative Director Magdalena Schaffrin. “We are already the world’s biggest tradeshow for sustainable fashion. From this strong position, we want to become even more progressive and focused in the future. That is a longer-term process, which we are continuously working on,” she announces. From contemporary, casual and urbanwear to denim, streetwear and sportswear down to business outfits – with a good balance of leading brands and newcomers, the Neonyt Trade Show appeals to an international audience. Divided into the segments Greenshowroom, Moderncasual, Urbanvibe and Craft, in addition to men’s, ladies’ and kidswear, the assortment of products on show also includes outdoorwear, shoes, accessories, jewellery and beauty.

A cross-sector community.

With the Neonyt Trade Fair, the conferences, showcases, events and parties, Neonyt unites a community that defines itself by fashion, a forward-looking approach, an affinity for technology and sustainable awareness. Unified by the desire to drive forward a process of change in the fashion industry. And driven by the curiosity to find out more about these topics.

Dates

NEONYT Trade Fair	15 – 17 January 2019
Neonyt Fashion Show	date to be confirmed
Fashionsustain by Messe Frankfurt	16 January 2019
#Fashiontech by Premium Group	15 January 2019
Thinkathon	14 – 15 January 2019
Prepeek	15 – 17 January 2019

Press information and images:

www.neonyt.com

On the internet:

Facebook: facebook.com/Neonytberlin

Instagram: instagram.com/neonyt.berlin

YouTube: m-es.se/z8WG

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising

NEONYT
Global Hub for Fashion, Sustainability
and Innovation
Berlin, 15 to 17 January, 2019

and running their events. 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 | www.congressfrankfurt.de | www.festhalle.de