

Press Release

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Visitor registration open now: Comprehensive hygiene and safety concept is making January 2022 edition of Neonyt possible

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Based on the latest decisions made by the German federal government and the regional government of the state of Hesse, stricter health and hygiene regulations are being placed on public life and therefore also on large-scale events. Neonyt will be taking place from 18-20 January 2022 under Germany's so-called '2G' rule (only for those who have been fully vaccinated or have recently recovered from COVID-19).

From today, B2B visitors and press representatives can redeem their free admission ticket for Neonyt: as things currently stand, the event will be able to go ahead under the country's '2G' rule. Only those who have been fully vaccinated or have recently recovered from COVID-19 will therefore be granted admission to the event – and that applies to all participants in the tradeshow: labels, partners and service providers, visitors and the entire Neonyt team.

“The health and safety of all participants is our utmost priority,” says Olaf Schmidt, Vice President of Textiles & Textile Technologies at Messe Frankfurt GmbH. “Enquiries by Messe Frankfurt's international sales partners and the ongoing communication with key accounts are showing valid results – the majority of Neonyt participants have been fully vaccinated with the EU-approved vaccines.”

Messe Frankfurt has developed an all-encompassing and extremely detailed safety and hygiene concept, which has already proven itself at many events on the trade fair grounds. The event will be organised and implemented in line with the highest hygiene standards and Neonyt will offer all participants a safe platform for business and networking.

Find out more about the hygiene and safety concept on the Messe Frankfurt website:

<https://www.messefrankfurt.com/frankfurt/de/services/hygiene.html>

In adherence with all mandatory measures, it will be possible to finally offer the sustainable fashion industry an inspiring Neonyt experience once again this January, when the buzz of the fashion business comes to Frankfurt! As it currently stands, the events planned by AAAREA to take place around the city of Frankfurt and the rest of the city-wide activities organised by a variety of stakeholders can all safely go ahead under the '2G' rule: only for people who can prove that they have been

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fully vaccinated or have recently recovered from COVID-19. This January, Frankfurt will become the place to be for fashion brands, retailers and buyers, sustainable lifestyle enthusiasts and fashion professionals – for the entire cross-sector community of Neonyt and Frankfurt Fashion Week.

Register now and experience fashion live and in person again!

Neonyt is a B2B event aimed exclusively at industry and press representatives – end consumers are still not permitted to attend.

Visitor registration is now possible on the website via this link:

<http://www.neonyt.messefrankfurt.com/ticket>

Press representatives and content creators of Prepeek should click on this link to register: <https://pressaccreditation.messefrankfurt.com>

For the participants of all tradeshows taking place during Frankfurt Fashion Week, admission will only be possible with a digital ticket. After registering on the Neonyt website, participants must therefore download the Frankfurt Fashion Week app via a personalised link. Their personalised ticket will then be saved in the app. Please note: the ticket can only be accessed via the FFW app and will not be sent separately by e-mail.

Press releases & images:

www.neonyt.com/press

Social media:

Instagram: [instagram.com/neonyt.fashion](https://www.instagram.com/neonyt.fashion)

Facebook: [facebook.com/Neonyt.fashion](https://www.facebook.com/Neonyt.fashion)

LinkedIn: [linkedin.com/showcase/neonyt/](https://www.linkedin.com/showcase/neonyt/)

YouTube: [youtube.com/c/NeonytFashion](https://www.youtube.com/c/NeonytFashion)

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, convention and event organiser with its own exhibition grounds. The group employs approximately 2,450 people at the headquarters in Frankfurt am Main and in 29 subsidiaries around the world. In 2020, the company generated an annual turnover of around 257 million euros, after closing the year 2019 with an annual turnover of 736 million euros. Even in these difficult times of the COVID-19 pandemic, we still have close ties with our industry sectors all around the globe and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise to include new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, as well as personnel and catering services.

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

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

Neonyt
Fashion, sustainability and innovation
Frankfurt am Main, 18–20 January 2022