

Press Release

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Fashionsustain is inviting guests to a new format: Frankfurt City Edition

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In keeping with this season's *Change the set-up* theme, Fashionsustain – Neonyt's international conference format – is adapting the event to the current legislative framework and presenting a compact line-up focusing on the topics of sustainability, supply chains and retail on Wednesday, 19 January. In its hybrid City Edition, the conference will play host to a limited number of guests at the Danzig am Platz event location in the city centre of Frankfurt and will also be streamed live.

From **11:00 am until 2:00 pm on 19 January 2021**, industry insiders will be shedding light on the current challenges facing the fashion industry in keynotes, deep dives and panel discussions and providing valuable forecasts and solutions.

Starting the ball rolling is neuroscientist **Dr Maren Urner**, with her keynote speech entitled *Change the mindset*. The focus here will be on the attitude-behaviour gap: a scientific phenomenon that involves consumers increasingly stating in studies that they attach importance to sustainability and are willing to spend more money on sustainably produced goods, yet other studies confirm that the price is still one of the most decisive purchasing criteria. This means that their actual consumer behaviour falls doesn't live up to their good intentions. Dr Maren Urner will explain how to manage this dilemma and how our brains can be reprogrammed from powerlessness to sustainable action.

In the subsequent deep dive with **Karin Ziegler** from **Blutsgeschwister** and **Lutz Dietzold** from the **German Design Council**, she will be reflecting on why people act differently than they intend to and how our own attitudes will reflect our behaviour even more in the future.

Government-run certification label Grüner Knopf (Green Button) is inviting guests to a panel discussion: **Sebastian Herold** from the **Federal Ministry of Economic Cooperation and Development** will be joining **Axel Schröder** from **Tchibo GmbH** and **Hannes Weber** from **Fond of** to discuss where the Green Button stands two years after it was launched, how much progress has been made in terms of due diligence obligations from a company perspective and how this development will continue.

The fact that brands aren't immune to the attitude-behaviour gap either is being proven by **Christian Salewski** from research start-up **Flip**. In his

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insight talk *Sneaker Hunt – What happens to our old shoes?*, he will be giving us a peek behind the scenes of one of the most hotly discussed videos in the industry last year: together with media such as NDR, Die Zeit and well-known celebrities, Flip has exposed the truth behind sneaker recycling and shown that they aren't always recycled how the brands say they are.

The Fashionsustain City Edition will be rounded off with a panel discussion entitled *Sustainability at the point of sale – How do I explain it to my customers?* **Tanja Kliewe-Meyer** from **Like a Bird**, **Marco Schütte** from the **EK Service Group** and representatives of Handelsverband Hessen, the trade association for the German state of Hesse, will be discussing how the retail sector can pass on its knowledge and contribute to raising awareness among consumers and what that could mean for the rejuvenation of city centres.

The conference is aimed at a professional audience and will be held as an in-person event in German. The live stream will be offered in German and English. B2B visitors and press representatives can register to take part in person in advance on the website at www.fashionsustain.com. The event is taking place under Germany's '2G+' rule, meaning that only those who have been fully vaccinated or recently recovered plus tested will be able to attend. Participants are requested to bring the necessary documents as proof.

Fashionsustain will also be streamed live on www.fashionsustain.com and in Frankfurt Fashion Week's digital FFW Studio: <https://frankfurt.fashion/de/studio>

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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 2,300* people at the headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021 the company had to deal with the challenges of the pandemic for the second year in a row. The annual turnover will be around 140* million euros, after closing the pre-pandemic year of 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

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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

* Provisional key figures for 2021