

Press Release

20 January 2022

## Fashionsustain in Frankfurt delivers insights and inspiration for the industry transformation

Lilliffer Seiler  
Tel. +49 69 75 75-67 38  
lilliffer.seiler@messefrankfurt.com  
www.messefrankfurt.com  
www.neonyt.com

**With its Frankfurt City Edition 2022, Neonyt's Fashionsustain conference took place in hybrid form on 19 January: whether live from Frankfurt with limited participant numbers and in line with strict hygiene and safety regulations, or following the live stream, guests enjoyed inspiring insights, panel discussions and fashion deep dives on the status quo of the fashion and textiles sector. Participants included the Green Button, Fond Of, the German Design Council and Tchibo.**

Under the motto 'Change the set-up', Fashionsustain – the international and multidisciplinary conference format of Neonyt, which took place on 19 January 2022 as part of Frankfurt Fashion Week – showed how the textile and fashion industry can face the ongoing transformation process head-on and prepare itself for future challenges. The spotlight was on the topics of consumer behaviour, due diligence obligations from a company perspective and sustainability at the point of sale.

"Just how agile we all need to be these days was more than apparent in the dynamic situation we faced during the preparations for this current edition of Fashionsustain," says **Bettina Bär**, Show Director of Neonyt. "Constantly having to adapt to new circumstances will also be a key skill of our industry in the future. Inspiration as to how that can be achieved was provided at our international and multidisciplinary conference format by the speakers and their fascinating insights into their specialist subjects."

### **Change the mindset – Changing consumption patterns**

Starting the ball rolling at the hybrid City Edition at Danzig am Platz was neuroscientist **Professor Maren Urner**, with her keynote speech entitled *Change the Mindset*. The focus was on the attitude-behaviour gap and how we can overcome it: Prof. Urner advises having a positive mindset and quoted American psychotherapist Steve de Shazer: "Talking about problems creates problems. Talking about solutions creates solutions."

In the subsequent deep dive with **Karin Ziegler** from **Blutsgeschwister** and **Lutz Dietzold** from the **German Design Council**, she reflected on why people act differently than they intend to and how our own attitude, and therefore the attitude of the entire industry, can reflect our behaviour even more in the future. In answer to the question of whether real change should come from the individual or the system, Prof. Urner said:

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

“We need both: an individual change and a systemic one. But the systemic change can only succeed if we all make a start individually. Because, at the end of the day, the system is made up of us as people.”

### **Change responsibilities – Supply chains of the future**

“Many companies are reporting that measures like the UN key principles are helping them to position themselves sustainably – when it comes to risk analysis and monitoring, for example,” said **Christine Moser-Priewich** from the **Green Button** in the certification’s own panel discussion on due diligence obligations from a company perspective with **Axel Schröder** from **Tchibo GmbH** and **Hannes Weber** from **Fond Of**. Axel Schröder added: “For us, the Green Button was a good learning journey to prepare for Germany’s upcoming Supply Chain Act.”

### **Change the system – Retail revolution**

“Consumers who want to be sustainable don’t have it easy right now,” said **Christian Salewski** from research start-up **Flip**. “They are often unable to tell the difference between green marketing campaigns and honest intentions.” In his Insight Talk, he explained how Flip is supporting consumers to navigate their way around the often ambiguous sustainability market on their mission to ensure more transparency. As an example, he gave the audience a glimpse behind the scenes of **Sneakerjagd**, one of the industry’s most hotly discussed videos last year, in which Flip – together with NDR, Die Zeit and well-known celebrities – exposed the truth behind sneaker recycling and showed that they aren’t always recycled how the brands say they are. “From politicians and consumer protection groups, we have received the feedback that our research was an important boost to jump-starting the circular economy legislation.”

The Fashionsustain City Edition was rounded off with a panel discussion about sustainability at the point of sale. **Tanja Kliewe-Meyer** from **Like a Bird**, **Marco Schütte** from the **EK Service Group** and **Frederik Gottschling** from the Handelsverband Hessen, the trade association for the state of Hesse, discussed how the retail sector can contribute to raising awareness among consumers and what that could mean for the rejuvenation of city centres. “It is important,” according to Tanja Kliewe-Meyer, “to create worlds of experience that bring sustainability to the cities. The times of mono-stores that make every city centre look the same are over.”

### **Change the perspective – Online and offline**

Participants were able to follow Neonyt’s international conference format both live in Frankfurt and digitally. Attending in person in Frankfurt were representatives from Condé Nast Germany, publishing house Deutscher Fachverlag, German newspaper FAZ, the Hohenstein Institute and the German Design Council. And the live stream was followed by international fashion institutes, company representatives from C&A, Closed, Gerry Weber and Givenchy/LVMH, as well as the editorial teams from German TV channel RTL and TextilWirtschaft magazine.

Neonyt  
Fashion, sustainability and innovation  
Frankfurt am Main, 19 January 2022

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**Press contact:**

KERN.

Tel: +49 69 65 00 88 65

E-mail: [presse@kern.consulting](mailto:presse@kern.consulting)

**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 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](http://www.messefrankfurt.com)

\* Provisional key figures for 2021