

Press release

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Neonyt and Val:ue from 18 to 20 January 2022 are cancelled

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Due to the increasingly tense Covid 19 situation recurring worldwide, Neonyt, the leading business platform for fashion, sustainability and innovation organized by Messe Frankfurt is cancelled. Neonyt and Val:ue will postpone their physical premiere in Frankfurt to the summer edition from July 5 to 7, 2022, parallel to the other trade fairs of Frankfurt Fashion Week.

As the German government's council of experts are predicting a worsening of the pandemic situation in Germany, potentially caused by the omicron variant, it is currently not possible for Messe Frankfurt as the organizer of the trade fair formats Neonyt and Val:ue to keep the date for the first staging of the fashion trade fairs in Frankfurt from 18 to 20 January 2022.

"Despite having invested all our passion, energy, ingenuity and optimism into Neonyt over the past months - the unpredictable current development, which is clearly beyond our sphere of influence, has led to a significant deterioration of the basic framework that is necessary for the implementation of Neonyt as a trade fair of European relevance. The same applies to the content creation format of Prepeek that accompanies Neonyt," says Bettina Bär, Show Director Neonyt and Val:ue, adding: "I would like to explicitly thank all our partners from the Neonyt community who, like us, believed in a physical event until the very end and worked together with us to try and accomplish this."

In addition to Neonyt, the trade fair Val:ue, newly initiated by Messe Frankfurt as a homebase for quality and lifestyle fashion in the mainstream sector, will also have to postpone its physical Frankfurt premiere until July 2022.

As a valuable driver of the textile and fashion industry, Fashionsustain is still expected to take place as a hybrid version in a reduced format with a regional focus. As a multidisciplinary conference format, it will thus continue to be a valuable source of impetus for the textile and fashion industry. As of today, the Neonyt installation planned in the off-location Danzig am Platz will still also take place on the basis of precise 2G (vaccinated or recovered) and 2G+ (vaccinated or recovered and tested) concepts.

Further information on the detailed program of showcases and conferences can already be found on the homepage and will be

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announced successively. Accreditations for press representatives are still possible [here](#).

Neonyt will now be held from 5 to 7 July 2022.

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors 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 with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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

* Preliminary figures for 2021