

Press Release

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Neonyt approved: the seal of approval for ecological and social sustainability

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Reunion for the fashion community: from 18-20 January 2022, the industry will finally be getting together at Neonyt in person again, and for the first time during Frankfurt Fashion Week. With *Neonyt approved*, Neonyt's own seal of approval, which signifies that the brands have undergone a successful sustainability check, it is visible at first glance that all exhibitors meet the event's strict sustainability requirements.

Sustainable through and through – a rule that has applied to all labels exhibiting at Neonyt since day one. To ensure that, all potential exhibitors have always undergone an extensive sustainability check and are fashionably curated before their participation is confirmed and they are *Neonyt approved*. Visitors can be sure that they will only find authentic and sustainable collections at Neonyt. Before the exhibitors are approved, all interested labels must fill in a questionnaire of several pages and provide specific information about their ecological and social commitment efforts. This can be proven by certificates such as Bluesign, GOTS, Fair Trade or Oeko-Tex, their participation in multi-stakeholder programmes, their Codes of Conduct and information about their carbon and water footprints, delivery and supply chains, resource efficiency or innovative production cycles. Sustainability guaranteed: only labels that meet at least 70% of the requirements are *Neonyt approved* and may exhibit at the tradeshow. This helps to credibly and transparently show the transformation of the sector and to communicate it to all tradeshow visitors from agencies, buyers and retailers to marketing and CSR representatives, business journalists and fashion editors.

More than 150 labels will be exhibiting at the first Neonyt in Frankfurt am Main from 18-20 January 2022 under Germany's 2G rule, which means that all participants are required to provide proof of vaccination or recovery, plus a negative test. These labels are the trailblazers when it comes to sustainable fashion and represent the innovation and transformation of the sector. This makes Neonyt the leading international trading platform and a central ordering hub where retailers can order collections from relevant brands in the sustainable clothing and accessories sector. And Neonyt exhibitors are the fashion labels whose products, concepts and company strategies are leading the way on the path to a more sustainable fashion industry.

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Detto Fatto

Taking responsibility for today and tomorrow: As one of the leading European service providers in the textile industry, Bay City covers virtually all areas that a modern and sustainable supply chain needs – from design and product development to purchasing and production to logistics and services. And their sustainability credentials are guaranteed by a whole swathe of certifications: as well as Öko-Tex, GOTS and Made in Green, many products by Bay City meanwhile also have the Grüne Knopf (Green Button) seal of approval. And under Bay City's own brand Detto Fatto, the first cradle-to-cradle collection is being launched – for an even more sustainable sector.

www.dettofatto.com, www.bay-city.de

Greenbomb

Green from the raw material to the finished textile: Ethical working conditions, climate protection and sustainability are part of Greenbomb's brand essence. And they can back this up with GOTS certification, close collaboration with the manufacturers in Turkey and the use of natural materials like organic cotton, TENCEL™ and LENZING™ Ecovero. For a fully transparent supply chain, Greenbomb has entered into a cooperation with the start-up retraced – which means that every garment is fully traceable.

www.greenbomb.de

Like a Bird

Responsibility for people and the planet: Like a Bird focuses on balancing the three areas that make up the 'triple bottom line' of sustainability: environmental, economic and social. Regional cooperations are extremely important to founder Tanja Kliewe-Meyer – such as helping local retailers to boost their sustainability credentials, for example. Innovations also play a central role at Like a Bird – which explains their offer of garments made from rose-fibre viscose, coffee grounds and ginger fibres. The collections are made from high-quality, sustainably certified fabrics, which are either biodegradable, recycled or recyclable.

www.like-a-bird.de

Mila Vert

Good for the environment, good for your body: Sustainable styles, organic materials and premium quality – these are the high standards that Tina Logar Bauchmüller, the founder and designer of Mila Vert, places on the collections of her Slovenian label. The products are also made in Slovenia, guaranteeing transparency and traceability, with secure jobs and fair wages for everyone involved. Every garment is completely cruelty-free and PETA-approved vegan, as well as plastic-free. Their made-to-order principle avoids waste and also enables customers to have their garments tailored to their own specifications.

www.milavert.com

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Rifò

Giving clothing back its value: Italian label Rifò mainly uses recycled yarns for its collections. To do that, the company collects old garments made of wool, denim or cashmere and transforms them into new, timeless pieces. Customers can send their old clothes straight to the label and receive a voucher for the Rifò shop in return. 92% of the fibres used by Rifò are recycled – in 2020, the brand was able to use 3,738 tonnes of recycled textile materials. A zero-waste future: the company aims to start using all fabric remnants so no textile waste whatsoever is caused by the manufacturing process.

www.rifo-lab.com/de/pages/raccolta-cashmere-lana

SOMWR

Climate-positive to the power of ten: For every item they sell, Kiel-based label SOMWR plants mangrove trees in Myanmar – thereby offsetting the emissions produced tenfold. In addition to that, the brand also clears up plastic waste from beaches in Thailand. The garments by SOMWR are made entirely from organic cotton and are GOTS-certified. Their collections are made fairly and transparently in Thailand, strictly in accordance with social and environmental standards.

www.somwr.com

The anticipation is already huge: from 18-20 January, Neonyt will be held for the first time since the forced COVID-induced hiatus during Frankfurt Fashion Week and will finally bring together its cross-sector community in the metropolis on the River Main. To ensure that all COVID-related regulations are being adhered to at the tradeshow in January 2022, all participants will be required to provide proof of full vaccination or recent recovery, as well as a negative test taken that same day.

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)

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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 2,450 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

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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

* Provisional key figures for 2021