

24–26/06/2022
Union Halle
Frankfurt

new date
new format
new context



 messe frankfurt

NEONYT

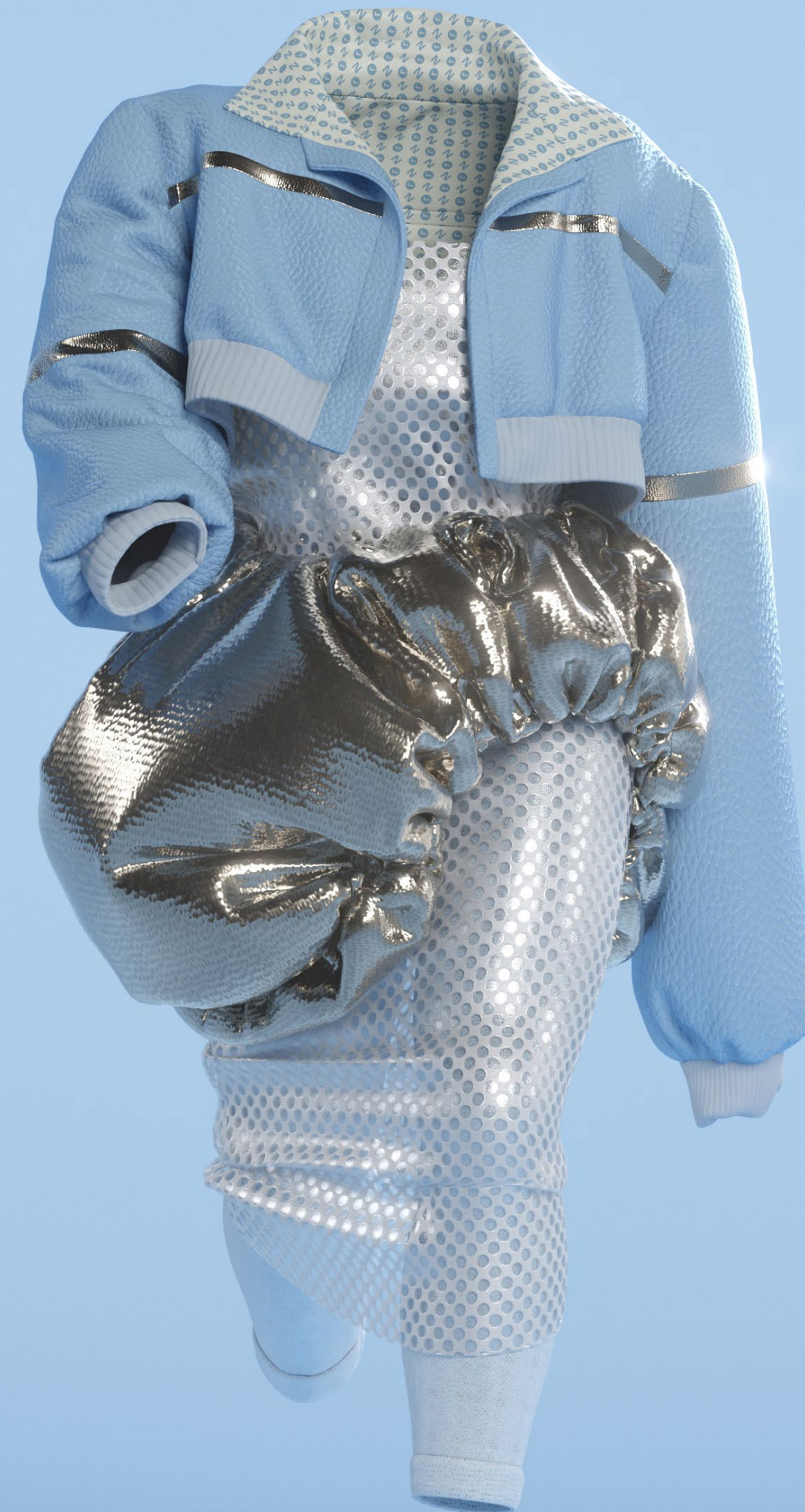
Lab

Textile and fashion summer.

Discover sustainable sourcing and processing, learn about the preliminary stages of textile production, see and feel finished fashion collections up close and buy them directly – from 21 to 26 June 2022, Messe Frankfurt is making all of this possible in the metropolis on the River Main.

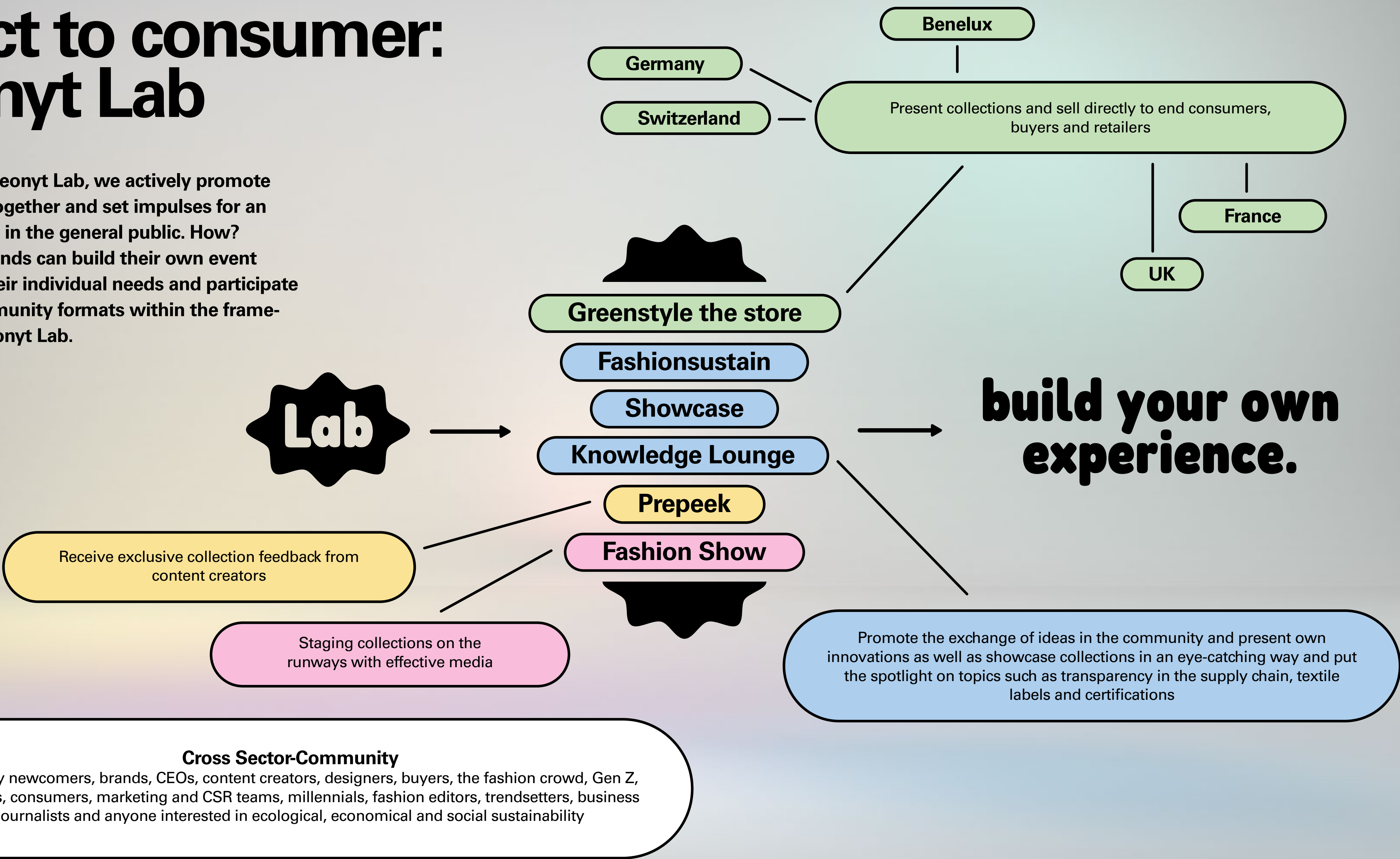
From Tuesday, 21 June 2022, leading international fairs Techtextil, Texprocess and the Heimtextil Summer Special will be putting the focus on the global production and value chain: from the processing of textile and flexible materials to high-tech fibres and functional clothing fabrics through to stylish home and contract textiles.

The crowning finale of the textile and fashion week in Frankfurt will happen at **Neonyt**: from **24 to 26 June 2022**, Neonyt will purposely opening itself up to the end consumer market with the launch of the **Neonyt Lab**. With its brand-new mix of varied formats, the Neonyt Lab is a response to one of the most pressing issues of our time: sustainability – something that is not only affecting the professional textile and fashion market but is also gaining in relevance from an everyday life perspective.



Direct to consumer: Neonyt Lab

With the D2C Neonyt Lab, we actively promote sustainability together and set impulses for an attitude change in the general public. How? Sustainable brands can build their own event according to their individual needs and participate in various community formats within the framework of the Neonyt Lab.



SHOWCASE The value chain.

We offer you the ideal setting to tell your stories about fashion, textiles, technologies and sustainable innovations.

Our offer includes:

- Presentation with access to the Fashionsustain conference (subject to availability)
- Inclusion in our social media activities during the event (mention in one story and one post on the Fashionsustain account)
- Mention of the company name on the Neonyt website and in a press release
- Optionally, we offer you a free additional booking of basic equipment to your raw space (1 table, 3 chairs, 1 brochure stand, 1 lockable box, 1 platform, electricity and light)

6m² / 1.800,- Euro



KNOWLEDGE LOUNGE

The certification process.

We offer you the ideal setting to tell your stories about the topics of textile certifications, sustainable innovations and safety standards in working conditions.

Our offer includes:

- Presentation of your company
(incl. 1 table, 3 chairs, 1 brochure stand, 1 lockable box, 1 platform, electricity and light)
- Inclusion in our social media activities during the event
(mention in one story on the Neonyt account)
- Mention of the company name on the Neonyt website

6m² / 1.500,- Euro



PREPEEK

The stories.

We offer you the ideal setting to have your collections staged by professional stylists and stylists and wide-reaching content creators.

Services*	Package 1	Package 2	Package 3
Number of items of clothing	5	10	bis zu 15
Included in the Prepeek post	–	x	x
Usage rights/Can share photos	x	x	x
Mention in official Prepeek video (Usage rights: share on Instagram)	–	x	x
Exklusive Instagram Story	–	–	x
Price	250,00 €	599,00 €	999,00 €

* All aforementioned prices and contributions do not include the legally applicable rate of VAT.
The garments/accessories of the brands are freely and individually styled and combined by the participating content creators. We are therefore unable to guarantee that the garments/accessories submitted will be used.



NEONYT partner. Supported by...

Become a partner of the Neonyt Lab and present your company in the context of technological and sustainable innovations in the textile and fashion industry.

Do you have ideas on how to contribute to the Neonyt Lab as a partner? We are open to your creative suggestions and are happy to brainstorm together. For more details, please contact us:

Britta Castañeda Street

Phone: +49 (0)69 7575 5269

Mail: britta.castanedastreet@messefrankfurt.com



United Nations and Neonyt.

Always in focus: the 17 Sustainable Development Goals (SDGs) – by pooling the leading textile fairs, this summer Messe Frankfurt is intensifying its efforts to make the international textiles and fashion sector more sustainable and innovative. Progressive and sustainable aspects, textile synergies and innovative approaches will be discussed and presented this season – in close collaboration with the Conscious Fashion and Lifestyle Network and the United Nations Office for Partnerships. Here the aim is to establish a direct dialogue with our cross-sector community.

„As global citizens, we have a collective responsibility to address the environmental and social challenges posed by our consumption patterns.“

Lucie Bringham

*Chief of Office, United Nations Office
for Partnerships*

„Along with digitalisation, sustainability is having a significant impact on the global textile industry. With its global textile events, Messe Frankfurt has been accompanying this development under the umbrella of the Texpertise Network for more than ten years now. It is therefore only logical that we actively integrate the Sustainable Development Goals into our global textile events to raise awareness of the importance of sustainability in the textile industry.“

Detlef Braun

*Member of the Executive Board,
Messe Frankfurt*



**SUSTAINABLE
DEVELOPMENT GOALS**

Frankfurt Fashion Week.

20 – 26/6/2022

Parallel to the textile fairs of Messe Frankfurt and the community events of the Neonyt Lab, all Frankfurt residents and interested fashion people can look forward to numerous events in the city: exhibitions, shows, talks and more. The Frankfurt Fashion Week, organised by the City of Frankfurt, creates numerous public activities on the topics of sustainability, fashion, lifestyle and culture in hip locations throughout the city. In this way, Frankfurt's designers and networkers are given a high-profile stage to showcase their projects.



Contact us.

Bettina Bär

Show Director Neonyt

Phone: +49 (0)69 75 75 60 36

Mail: bettina.baer@messefrankfurt.com

Britta Castañeda Street

Sales and Partner Care Neonyt

Phone: +49 (0)69 75 75 52 69

Mail: britta.castanedastreet@messefrankfurt.com

Sarah Hüsmert

Sales and Organisation Prepeek

Phone: +49 (0)69 75 75 64 02

Mail: sarah.huesmert@messefrankfurt.com

Laura Schönhardt

Marketing and Communications Neonyt

Phone: +49 (0)69 75 75 57 11

Mail: laura.schoenhardt@messefrankfurt.com

Mirjam Smend

D2C Trade Show – Greenstyle the store

Phone: +49 (0)172 8933 577

Mail: mirjam.smend@greenstyle-muc.com

GREENSTYLE
the store



www.neonyt.com



neonyt@messefrankfurt.com



[instagram.com/Neonyt.Fashion](https://www.instagram.com/Neonyt.Fashion)



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