

news +++ Neonyt Lab
24 to 26 June 2022

NEONYT

Neonyt Lab from 24 to 26 June 2022 fully booked: Secure your ticket now and offset your own carbon footprint with your participation

The new D2C Neonyt Lab, which will be realised in cooperation with Greenstyle from 24 to 26 June 2022 in Frankfurt am Main, is being met with high demand: after just a few weeks, the entire exhibition and shop area of 1,000m² is already fully booked – more than 30 sustainable fashion, beauty and lifestyle labels are taking part in the debut of the end consumer event in the Union Halle. The first 500 visitors to the Lab will also have the opportunity to neutralise part of their carbon footprint thanks to "Grow my Tree".

Frankfurt am Main, 11.05.2022. Space is running out at the upcoming Neonyt Lab: Messe Frankfurt's new D2C event format in cooperation with **Greenstyle** was launched in mid-March and is already fully booked seven weeks later. From Munich via Frankfurt and Cologne to Essen and back: the exhibiting labels are primarily from the German region, but labels from Austria, Italy and Switzerland are also taking part.

"With the adapted format for summer, Neonyt, which is usually only open to the professional trade public, is opening its doors to end consumers and direct sales for the first time," says Bettina Bär, Neonyt Show Director. "The interest from the textile and fashion industry, but also from visitors, shows that sustainability and sustainable fashion have arrived in society and that it is now up to us to build on this positive trend."

Sustainability in fashion encompasses many, multi-dimensional aspects: it ranges from the use of environmentally friendly materials to compliance with social and ecological standards in production to the renunciation of animal components. It is about treating the planet, people and animals respectfully and fairly. This means that to participate in a regular B2B Neonyt, interested exhibitors must provide concrete information on ecological and social aspects of their sustainability in a multi-page questionnaire and prove this transparently, for example with certificates such as Bluesign, GOTS, Fairtrade or Oeko Tex Made in Green as well as multi-stakeholder programmes or other verifying documents. They are also asked to provide information on their carbon and water footprint, their supply and value chain, resource efficiency and innovative production cycles. Only those whose products or collections (to be exhibited) achieve at least 70% of the requirements will be allowed to exhibit at Neonyt.

For the D2C event in the summer, the Neonyt Lab, the cooperation partner Greenstyle will independently curate the exhibiting brands and set its own participation and sustainability criteria.

“The interest in the new D2C format is enormous, the space was booked up in no time and we are happy to have so many cool sustainable labels with us,” says Mirjam Smend, founder of Greenstyle. “Visitors can expect an exciting mix of newcomers and big players, representing all facets of sustainable fashion. And the motto is: discover, experience, acquire. The joint summer event of Neonyt and Greenstyle has made it its goal to actively involve the general public in the discussion about the most pressing issue of our time and to set a sustainable example in the textile and fashion market through our cooperation.”

All participating labels can be found on the Greenstyle website: <https://greenstyle-muc.com/greenstyle-x-neonyt-lab-die-brands/>

Plant trees and offset CO2

Planting trees is an effective and sustainable way to fight climate change: they absorb CO2 and simultaneously release oxygen. At the same time, the tree provides a habitat for animals and ensures healthy soil. Within one year, **Grow my Tree**, an innovative climate tech company that aims to combat climate change by planting trees, has planted more than 300,000 trees. This means that more than 6,600 tonnes of CO2 are offset annually, 3,000 days of work have been provided in the Global South, 450 hours of education have been invested in and around 1.5 million square metres of land has been restored. Since the end of 2021, Neonyt has been cooperating with Grow my Tree and for the summer event, the first 500 visitors to the Neonyt Lab are given the opportunity to plant one tree each and thus offset 22 kg of CO2 annually – the equivalent of a single train journey from Munich to Cologne.

Secure tickets for the Neonyt Lab now and actively fight climate change: neonyt.com/ticket

Media representatives and content creators please register separately at: neonyt.com/accreditation



Fully booked exhibition and shop area at the Neonyt Lab

The Neonyt Lab will be held from 24 to 26 June 2022 in Union Halle in Frankfurt am Main.

Visitor ticket:
neonyt.com/ticket

Press accreditation:

neonyt.com/accreditation

Press releases & images:

www.neonyt.com/press

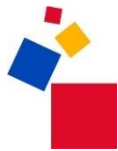
Social media:

Instagram: instagram.com/neonyt.fashion

Facebook: facebook.com/Neonyt.fashion

LinkedIn: linkedin.com/showcase/neonyt/

YouTube: youtube.com/c/NeonytFashion

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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