

news +++ Neonyt Lab
24 to 26 June 2022

NEONYT

One ticket, three days, five formats: secure your entry now for the Neonyt Lab from 24 to 26 June 2022

A weekend dedicated to sustainability: In June, parallel to the Frankfurt Fashion Week, the Neonyt Lab invites all (fashion) people interested in social, ecological and economic sustainability to Frankfurt – from end consumers to fashion professionals. The three-day sustainability programme is supported by content partners Engagement Global and Oeko-Tex, among others.

Frankfurt am Main, 28.04.2022. Neonyt Lab meets Greenstyle, Fashionsustain and Prepeek. With the adapted event format, Neonyt is creating a sustainable meeting place in the end consumer sector under the new name "Neonyt Lab" in June 2022. The Neonyt Lab is intended to be an experience for everyone according to their own taste; and everything is open to the audience: a visit to the Fashionsustain conference, the associated showcase, the practical expansion of the conference topics around technologies, materials, initiatives, change-maker campaigns and research projects, or the Knowledge Lounge, where textile certification labels and institutes find their place and inform the public about standards in the textile and fashion industry. In summer, for example, **GOTS** and **Oeko-Tex** will be represented here. Prepeek, the popular content creator event that keeps sustainable fashion constantly in the public eye on social media will also take place. And last but not least: the area for the direct sales of fashion and beauty products, which will be implemented in cooperation with Greenstyle. Tickets for the Neonyt Lab from 24 to 26 June 2022 along with further information about the event are available on the website: www.neonyt.com.

In addition to Greenstyle and Oeko-Tex, **Engagement Global** – Service for Development Initiatives is also a partner of Neonyt in the summer. With its #17 Ziele.de campaign, Engagement Global brings the Sustainable Development Goals to the Neonyt Lab in a way that is close to the public: the 17Ziele info van, a converted shepherd's cart, regularly tours Germany. The mobile is equipped with playful elements and information about the 17 Sustainable Development Goals and what each individual can do for them. Together with the visitors, Frankfurt's largest "TU DU" wall is created in the summer, where visitors to the event can take away concrete approaches, i.e. things to have on one's personal to-do lists, for their more sustainable wardrobe and also contribute ideas themselves.

Greenstyle the store – discover sustainable collections and buy them directly

One of the five formats of the Neonyt Lab is the D2C fashion fair "Greenstyle the store". All collection pieces, accessories and beauty products presented there can be tried on and purchased by visitors directly on site. The cooperation partner of the Neonyt Lab Greenstyle curates the fashion and beauty brands on the exhibition space independently according to its own sustainability criteria.

In June, the “Greenstye the store” space will feature, among others: **Akjumii's** 3-in-1 coats, vegetable-tanned leather bags and purses by **Alexandra Svendsen**, less waste leather bags by **Alicia Victoria**, upcycled pieces by **Amaran Creative**, casual luxury by **Angels Ambition**, blouses and dresses inspired by Ukrainian craftsmanship by **Belle Ikat**, certified natural and organic cosmetics by **Benecos**, the **Clothesfriends** platform for renting and leasing clothes via app, minimalist fashion by **Christiane Strobel**, sustainable capsule collections for rent by **Fairnica**, timeless purist collections by **Frijda Juni**, natural wear by **Lana**, elegant and minimalist high fashion by **Lanius**, basics and statement pieces made from natural fabrics by **Make Smbdy Happy**, vegan (plastic-free!), 100 bio-based luxury bags by **Melina Bucher**, sustainable sports fashion from Austria by **Montreet**, Italian knitwear by **Natyoural**, nature-loving outdoor fashion by **Nikin**, sustainable, plastic-free business wear by **Nina Rein**, wool and silk shirts with fine lace and in elegant colours by **Oscalito**, espadrilles, slip-ons and sneakers made of ocean plastic by **Seads**, fashion made of hemp by **The Bad Seeds Company**, comfortable glamour high heels and flats by **Viktoria Moser** and barefoot shoes made of (organic) cotton, hemp, linen, cork or woolwalk by **Wildling Shoes**.

Prepeek – exclusive area for content creators

Sustainability, lifestyle and community building are the major themes of the networking event Prepeek. The idea behind Prepeek: content creators get direct and exclusive access to selected products of sustainable Neonyt brands from the fashion, beauty and lifestyle sectors. A large, curated wardrobe is created. Stylists on site help to find the ideal outfit. The result: professionally shot looks that can be immediately shared with the community on social media. In addition to the styling and shooting area, Prepeek also offers enough space for exchange and networking. Whether at the bar with **Prosecco Doc**, in beeswax cloth workshops with **Gaia** or during talks on the conference stage – the three-day programme provides additional sustainability impulses for the social media community.

Among the brands taking part in Prepeek in June with their sustainable collections and making them available for styling are **Deuter**, **Lanius**, **Montreet**, **Nordlicht**, **Nuuwai**, **Wunderwerk** and many more.

Content creators interested in Prepeek should get accredited in advance as press representatives for the Neonyt Lab via the website at: neonyt.com/accreditation

Frankfurt Fashion Week – organised by the City of Frankfurt

Everything in Frankfurt am Main is set to revolve around the Frankfurt Fashion Week from 20 to 26 June 2022 and Frankfurt's urban society can look forward to numerous events: exhibitions, shows, talks and more will bring to life the subjects of sustainability, fashion, lifestyle and fashion culture. In addition to the Neonyt Lab, Messe Frankfurt is bundling globally oriented events of the textile and fashion industry that highlight the topics relevant to the international fashion industry parallel to Frankfurt Fashion Week.



Neonyt Prepeek, Sophie Brand

The Neonyt Lab will be held from 24 to 26 June 2022 in the Union Halle in Frankfurt on the 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