

NEONYT

New patterns: From 24 to 26 June 2022, the new Neonyt Lab will bring together a variety of formats in Frankfurt am Main aimed at the entire sustainable cross-sector community

Frankfurt am Main, March 2022. New date, new format, new context: From 24 to 26 June 2022, the Neonyt community platform for fashion, sustainability and innovation is consciously opening itself up to the end consumer market and therefore ramping up its multidimensional sustainability approach: the new Neonyt Lab will enable visitors to discover sustainable sourcing and processing, learn about the preliminary stages of textile production, see and feel finished fashion collections up close and also purchase them directly. Under the claim 'New patterns', innovative formats will be open to the entire sustainable cross-sector community, industry newcomers and anyone else who is interested.

In a central location in Frankfurt am Main, Neonyt – as a progressive trend platform and the most important meeting place for sustainable fashion and textiles industry – will also be presenting the topic of sustainability to end consumers. The community can expect three inspiring days with a wide-ranging programme: fashion show, D2C trade show, conference and showcases, content creator event and networking space – the new Neonyt Lab invites brands, consumers, buyers, designers, trendsetters and fashion enthusiasts to inform themselves and exchange ideas on the most pressing topic of our time. “In the last few years, we have attracted a lot of interest from end consumers,” says Bettina Bär, Show Director of Neonyt. “We strive to constantly develop and improve and want to ensure that our formats encourage a knowledge transfer and exchange of ideas centred around the overarching of sustainability within the most diverse of target groups. That is why we are opening up our community even more to end consumers and taking the cross-sector relevance of Neonyt to the next level.”

Pooling textile power

Coinciding with the **Neonyt Lab**, big industry names from all segments of the global textile value chain will be getting together in Frankfurt am Main: from 21 to 24 June 2022, taking place simultaneously for the first time, the trade fair trio consisting of **Heimtextil Summer Edition** (the leading international trade fair for home and contract textiles), **Techtextil** (the leading international trade fair for technical textiles and nonwovens) and **Texprocess** (the leading international trade fair for the processing of textile and flexible materials) will bundle creativity, high-tech, variety and expertise. In conjunction, the trade shows, established conference formats and community events of Neonyt will present the entire bandwidth of textile possibilities – from the fibre to recycling. “We are welcoming the entire industry to our home city with our wide-ranging portfolio,” says Olaf Schmidt, Vice President of Textiles & Textile Technologies. “We are covering all elements of the supply chain and every aspect of the market: research, development, yarns, fabrics, fashion, contract manufacturing, home and household textiles, technical textiles, new digital

solutions and processing technologies. This is unique worldwide and offers exchange on all relevant levels.”

Frankfurt Fashion Week

With a relaunch during the week from 20 to 26 June, Frankfurt brings fashion and trade fair together. Frankfurt's urban society can look forward to numerous events. Exhibitions, shows, talks and more bring the topics of sustainability, fashion, lifestyle and fashion culture to life.

What's next Neonyt?

In addition to this forward-looking meeting of international leading textile fairs Techtextil, Texprocess and Heimtextil Summer Special and the progressive Neonyt Lab, Messe Frankfurt is working intensively on the further expansion of the B2B community platform Neonyt. With creative and decentralized approaches as well as an internationalization of the format, Neonyt as the most important hub of the sustainable textile and fashion industry will drive the exchange of the sustainability community worldwide and offer brands a profitable, innovative platform with even greater reach in the future.



Neonyt key visual 'New patterns'

The Neonyt Lab will be taking place from 24 to 26 June 2022.

Press releases & images:

www.neonyt.com/press

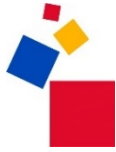
Social media:

Instagram: [instagram.com/neonyt.fashion](https://www.instagram.com/neonyt.fashion)

Facebook: [facebook.com/Neonyt.fashion](https://www.facebook.com/Neonyt.fashion)

LinkedIn: <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 2.300* people at its 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 pandemic, we still have close ties with our industry sectors all around the globe 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 to include new business models. This wide range of services includes renting exhibition premises, trade fair construction, marketing, human resources and food 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