

## **Press Release**

# Neonyt is relocating to Tempelhof airport

Starting with its autumn/winter 2020 edition, Neonyt is moving to Tempelhof Berlin. And one of the most exciting new labels of recent years, True Standard, is to exhibit at the event for the first time.

Hangar 4 of former Berlin airport Tempelhof has been announced as the new location of the upcoming edition of Neonyt from 14-16 January 2020. The global hub for fashion, sustainability and innovation is therefore making the move to one of the most spectacular and historically significant buildings and Europe's largest protected historic landmark. For the first time, new sustainable fashion label True Standard will be exhibiting at Neonyt.

"By relocating to Tempelhof airport, we're moving into one of the most well-known locations in the city. The venue's spacious grounds and Hangar 4 will provide us with a wealth of new opportunities to consistently develop and grow Neonyt even further. For the first time, we'll be bringing all Neonyt exhibitors together on one level and thereby creating a whole new perspective on the interplay of collections, production technologies and insights from our formats such as Fashionsustain and Prepeek," says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.

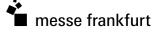


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Lilliffer Seiler Tel. +49 69 75 75-6738 Lilliffer.Seiler@messefrankfurt.com www.messefrankfurt.com www.neonyt.com

Messe Frankfurt Exhibition GmbH Ludwig-Erhard-Anlage 1 60327 Frankfurt am Main

Source: Tempelhof Projekt GmbH, www.thf-berlin.de



### New Neonyt exhibitor: True Standard

Making its debut at Neonyt is Bernd Keller's newly established fashion label True Standard. Keller is a former creative director at international fashion brands including Puma, Marc O'Polo and Hugo Boss and, together with his team, works as an external consultant on the topic of sustainable fashion. For autumn/winter 2019, the collection by the label from Bamberg in the south of Germany is focusing on premium comfort with fashionable knitwear and jersey pieces for women and men and draws its inspiration from the fashions of the 1920s. True Standard has been available for retailers to order since the end of August and the collection will be in stores officially from February 2020.

"We are an aspiring young fashion label with high standards on our collection and our values. And Neonyt's progressive concept perfectly complements this. With Tempelhof as the new location, we will have the perfect platform on which to showcase ourselves as a label," says Bernd Keller. Thimo Schwenzfeier, Show Director of Neonyt, adds: "We are very happy that True Standard have chosen Neonyt and our new location for the presentation of their first ever collection. And to perfectly round off the Neonyt portfolio, we are also expecting several other high-profile fashion labels to confirm their participation in the coming days."

#### Press information & photos:

www.neonyt.com/press

### Social media:

Facebook: <u>facebook.com/Neonytberlin</u> Instagram: <u>instagram.com/neonyt.berlin</u> YouTube: <u>m-es.se/z8WG</u>

#### **Press contact:**

KERN. Katharina Koch Tel: +49 (0)69 65 00 88 65 E-mail: hello@kern.consulting

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For more information, please visit our website at: www.messefrankfurt.com

Neonyt The global hub for fashion, sustainability and innovation Berlin, 14-16 January 2020