

Press release

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Neonyt Fashion Show: Back to Nature

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High Street fashion meets outdoor: as part of MBFW, the Neonyt Fashion Show showcased a mix of futuristic looks from outdoor and performance brands.

The official runway of MBFW at the Kraftwerk was the venue for the much-discussed Editorial Show on the evening of Tuesday, 14 January 2020. Around 700 invited guests attended the show. The multi-label looks, put together from over 80 sustainable designer collections, were once again created by renowned stylist and co-founder of the Fashion Council Germany, Claudia Hofmann. Presenting Partners of the show were Authentic Beauty Concept, Dr. Hauschka and hessnatur. The show was supported by the European Regional Development Fund.

All labels in the show:

AA Gold, Ackermann Ledermanufaktur, Africa 254 (FA254) Samra, After March, Alinaschuerfeld, Ambiletics, An Buermans, Andy-Wolf, Anek., Angela Ciobanu, Anna Schuster, Annette Rufeger, Antonia Zander, Armedangels, Arys, Balütta, Before 7 am, Biker-Zone, Boothen, Brachmann, Church of the Hand, Cloudy - Berlin, Dopfer, Ecoalf, Esther Perbandt, Fade Out, Falke, Fjällräven, Folkdays, Forever, Friedrich Dippmann, Fub, Graciela Huam, Hanna Fiedler, Hessnatur, Hi on life, Høyem, Icebreaker, Ida & Volta, Imarit, Informis Studio, Iriedaily, Klättermusen, Langer Chen, Lani Lees, Lanius, Lara Krude, Layla De Mue, Lemon Jelly, Lil' Lapel, Saheli Women, Afterlife Project, Manakaa Project, Mandala, Marco Scaiano, Marria Roslova, Marita Moreno, Mies Nobis, Mimycri, Miomartha, Nakt, Natascha von Hirschhausen, National Geographic, Neubau Eyewear, Noah, Opaak, Paladium, People Berlin, Phyne, Pulva Jewelry, Quite Quiet, Recto Verso, Reer 3, Rhuuma, Sandermann, Schmidttakahashi, Scoop, Sepideh Ahadi, Skarabeos, SKFK, Skua, Sonja Tafelmeier Couture, Spatz Hutdesign, Stoffbruch, Swedish Stockings, Tata Christiane, The North Face, Timberland, Tretorn, Trippen, Vaude, Veja, Wayk's, Wolfskin Tech Lab, World Pearls Love and Wunderwerk.

More than 210 sustainable fashion labels will continue to present their new collections in Hangar 4 and Hall X at Tempelhof Berlin until Thursday.

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Photo material for download can be found here:

<https://neonyt.messefrankfurt.com/berlin/de/presse/presse-material.html>

Further press information and image material:

neonyt.com/presse

On the net:

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Youtube: m-es.se/z8WG

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733 million*. We are closely networked within our industries.

We efficiently support the business interests of our customers in our business segments "Fairs & Events", "Locations" and "Services". A unique selling point of the corporate group is its global sales network, which provides dense coverage for all regions of the world.

A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters 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

* provisional figures 2019

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