

Press Release:

4 September 2019

## FASHIONSUSTAIN: Neonyt conference now even more international

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**With another two spin-offs in Los Angeles and Shanghai, Messe Frankfurt is driving forward the internationalisation of Fashionsustain, the Neonyt conference. In July it made an appearance in New York City. With TENCEL™, Lenzing is supporting the conference's international efforts.**

Messe Frankfurt's Fashionsustain conference, which focuses on sustainable textile innovations, will be taking place outside of Germany twice in September and bringing together trailblazers from the industry. On 20 September the event will be held during the LA Fashion Festival in Los Angeles. And on 26 September, it will be incorporated into Intertextile Shanghai Apparel Fabrics in Shanghai.

At the LA Fashion Festival (LAFF), Fashionsustain will be taking place under the motto "The change of fashion is now" in close cooperation with Lenzing. Lenzing will be informing visitors at their own stand about the value chain as well as the benefits in terms of sustainability and performance regarding its TENCEL™ fibre brand. Speakers include representatives from Lenzing, Candiani and Global Denim as well as "the Godfather of Denim" Adriano Goldschmied and Kerry Bannigan from the Conscious Fashion Campaign supported by the UN Office for Partnerships.

As an integral part of the fashion events in Los Angeles, the two-day LA Fashion Festival brings together influences from film, retail, innovation and beauty, inciting immersive cultural experiences. The LAFF has evolved from the LA Fashion Film Festival and will be offering film screenings, workshops, masterclasses, pop-ups and lectures all about fashion from 20-21 September.

At Intertextile Shanghai Apparel Fabrics, one of the world's largest trade fairs for clothing fabrics and accessories organised by Messe Frankfurt, there will be a keynote speech by Edwin Keh (Hong Kong Research Institute of Textile and Apparel, HKRITA) at Fashionsustain on 26 September in Shanghai. Afterwards, Andreas Streubig (Director Global Sustainability, Hugo Boss), Jiehui Kia (Principal Sustainability Strategist, Forum for the Future), Micke Magnusson (Change Agent und Advisor, ReAccess) und Mikkel Hansen (Program and Partnership Lead at Explorium, Fung Group) will be talking about the importance and

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the challenges of implementing more textile innovation pilot projects as well as the question of how to bring new textiles to the market faster.

This will be followed by innovator pitches by start-ups TG3D, Reflaunt, and Circular Systems, presented by accelerators Fashion for Good, The Mills Fabrica, and H&M Foundation, as well as by industry leader HeiQ.

The following panel will focus on the importance and scalability of innovative technologies for the textile industry. Panellists will be Cherry Cheuk Yan Ho (Investment Manager, The Mills Fabrica), Celine Huang (CEO Greater China, HeiQ), Emily Franklin (Innovation Associate, Fashion for Good), Florian Heubrandner (Vice President Global Business Management Textiles, Lenzing) and Jean Hegedus (Marketing Director, Invista Lycra).

The event will be rounded off by a talk between Tony Lowe (East Asia Ambassador, Better Buying) and Max Gilgenmann (Kaleidoscope Berlin) on the role of sourcing in a changing textile and fashion industry.

**Press information & photos:**

[www.neonyt.com](http://www.neonyt.com)

[www.texprocess.messefrankfurt.com/frankfurt/de.html](http://www.texprocess.messefrankfurt.com/frankfurt/de.html)

[www.techtextil.messefrankfurt.com/frankfurt/de/presse.html](http://www.techtextil.messefrankfurt.com/frankfurt/de/presse.html)

**Social media:**

Facebook: [facebook.com/FashionSustain](https://facebook.com/FashionSustain)

Instagram: [instagram.com/Fashionsustain.berlin](https://instagram.com/Fashionsustain.berlin)

YouTube: [m-es.se/Ws3m](https://m-es.se/Ws3m)

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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. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. 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. 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](http://www.messefrankfurt.com)

NEONYT

The global hub for fashion, sustainability and innovation

Berlin, 14 to 16 January, 2020