

Press Release

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Sustainable fashion – neo-new and highly innovative

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From detox denim, post-consumer plastic, “Respect Codes” and closed-loop recycling down to artificial intelligence – the exhibitors of Neonyt are presenting a whole host of innovative products and concepts.

As of next Tuesday, over 200 sustainable fashion brands will be showcasing their new collections for autumn/winter 2020 at Neonyt in Berlin. Whether new material technologies, sustainable business models or riveting panel discussions on the latest industry developments, the offer couldn't be more innovative. Here's a sneak peek:

Armedangels – Focus on fibres

Armedangels makes jeans without toxic substances. For its Detox Denim collection, the Cologne-based brand uses organic cotton. With chlorine-free washing, Jacron Paper patches and heavy metal-free buttons, the label is committed to fighting against “everything toxic”: in addition to its sustainable denims, Armedangels uses the environmentally friendly viscose fibre LENZING™ ECOVERO™, TENCEL™ Lyocell and recycled, circular cotton. The future lies in the fabrics.

Arys – Weather any storm, rock any scene

Meticulously designed, right down to the last detail: Berlin label Arys creates performance wear for urban nomads. Carefully selected technical fabrics, clear lines and intelligent cuts make every collection piece a key element of your own clothing cosmos. State-of-the-art technologies such as HeiQ Fresh and Polygiene Odor Control textile finishing inhibit the absorption of body odours and a special membrane adapts to the individual conditions of the wearer's surroundings. Liberating, functional minimalism for everyday wear.

Dawn Denim – Digital sustainability

A small code on the hangtag reveals the journey behind the #lowimpact jeans by Dawn Denim. The “Respect Codes” make the production chain transparent – from the origin of the raw materials to the factories down to the audits and certificates. In order to use less water and fewer chemicals, Dawn Denim recreates washes with a laser machine and uses washing methods that are gentle on the environment. With the social art project “From Fair Wear to Love Affair”, the label has carried out playful experiments with its employees to work out how they can further improve working conditions in the future.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
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Got Bag – I got it from the ocean

46 tonnes are the equivalent of 30 small cars – and the weight of the plastic waste that Got Bag has recycled since 2016. The plastic is collected by fishermen from the Indian Ocean around the island state of Indonesia, one of the epicentres of plastic marine pollution. Three and a half kilos of this recovered plastic are used by Got Bag to make every backpack. The PU coating is made from 100% biodegradable ingredients and post-consumer plastic, which saves water, CO₂ and crude oil. Waterproof, robust and stylish, these roll-top backpacks, weekend holdalls and laptop bags make the ideal everyday companions.

Knowledge Cotton Apparel – Innovative materials for street fashion

The Scandinavian fair fashion label is not only one of the enduring pioneers of the scene, but also one of its trendsetters. For the coming season, the contemporary menswear brand from Denmark is once again presenting street fashion made from innovative materials including recycled PET, Tencel, linen and wool.

Wolfskin Tech Lab – Tech, tech and more tech

Tech Lab is the premium collection by Jack Wolfskin that impresses with creative, innovative ideas – the garments can be worn individually or, using the Snap-in System, securely fastened together to form the ultimate multifunctional piece. Tech Lab is also looking to the future when it comes to its materials, for example with Microguard Maxloft – a fast-drying synthetic fibre filling. And the RDS-certified, ultra-lightweight down, which can be compactly stowed away and offers extra warmth, also ensures that the insulation meets sustainable standards.

INNOVATIVE CONCEPTS

ISKO

ISKO™ is the go-to for responsible denim. From the very beginning, the world-leading ingredient brand has focused on providing high quality standards while raising environmental awareness and being committed to transparency in the supply chain.

Sustainability and responsible innovation are core ISKO™ values. Its material strategy is based on the waste generated during the production. Resource management is focused on a “Reduce – Re-use – Recycle” approach. At the core of its innovative, sustainable solutions is the R-TWO™ concept. R-TWO™ fabrics contain a blend of certified reused cotton and recycled polyester. This means that they have a much lower ecological impact – and appeal to denim lovers the world over.

Nudie – Pop-up repair shop

Nudie is one of the most consistent denim brands in the world. In the same way that every pair of their jeans reflects the unmistakable Nudie style DNA, the Swedes have been ensuring radical sustainability in their raw materials and production processes from the outset. And as denim and sustainability insiders know, Nudie is even taking it beyond the POS – they will be represented at Neonyt’s Prepeek event with a pop-up of their much talked-about Repair Shop in Hangar 4 of the decommissioned Tempelhof Airport.

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

Renewcell AB – Closed loop

At Neonyt, this recycling company from Kristinehamn in Sweden will be showcasing the circular recycling technology it has developed for used clothing. Used garments with a high cellulosic content (cotton and viscose) are transformed into new cellulose fibres. And the best thing about it is that the process also reuses the chemicals contained in the garments. A closed loop in more ways than one.

Staiy – Online shopping with AI

Staiy is a new online fashion platform for sustainable brands that uses AI. An individual style algorithm provides recommendations, thereby creating a personalised experience for every user. While they are shopping, customers can also collect Donation Points, which they can then use to donate to the non-profit organisation One Tree Planted.

CONFERENCE TALKS ON INNOVATION

14 January, 3:30 pm – 3:45 pm

Regenerative Textile Systems Beyond Zero Impact with Ricardo Garay, Circular Systems

From waste to fibres – the experts from Circular Systems have developed platforms and new technologies for this purpose.

15 January, 1:00 pm – 2:00 pm (Briefing & Masterclass)

HIGG Index for Retail | Clean Dyeing | circularity.ID - The Open Standard for Data-Driven Circularity in Fashion, 15 seats/session

In the future, there will also be a HIGG Index for retailers. Exactly what that means for companies and which opportunities will arise from it will be explained during the Masterclass.

15 January, 11:15 am – 12:00 noon

Recycling the Fashion Industry – Processes & Progresses

Harald Cavalli-Björkmann, renewcell / Joao Matias, YKK / Elgar Straub, VDMA / José Pinto, Lemon Jelly

A high-profile panel of recycling and industry experts will be discussing the latest developments of recycling processes in the fashion sector.

15 January, 2:15 pm – 3:15 pm

Virtually, Fashionable – and Sustainable? | Kick-off for re:publica Berlin 2020

Stacia Carr, Zalando / Andreas Seidl, Human Solutions / Lena Blume, Browzwear

The boundaries are blurring between sustainability and new technologies. Where is the interface of virtuality, fashion and sustainability?

15 January, 5:00 pm – 6:00 pm

Innovation Thinking – Is Glocal Circularity the Key?

Sarah Herms, Tchibo / August Bard-Bringués, Asket / Mikkel Hansen, Exploratorium / Fung Group / Daniel Pinto, Scoop / moderated by Marte Hentschel, Sqetch | Sourcebook

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Together with her panellists, Marte Hentschel will be discussing how Glocal Circularity could change the fashion industry and how innovation-thinking methods can help.

Press information & photos:

neonyt.com/press

Social media:

Facebook: facebook.com/Neonytberlin

Instagram: instagram.com/neonyt.berlin

YouTube: m-es.se/z8WG

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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. It employs a workforce of 2,600* at around 30 sites and generates annual sales of around EUR 733* 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 partly by the City of Frankfurt (60%) and partly by the State of Hesse (40%).

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

* Provisional key figures for 2019