

Press Release

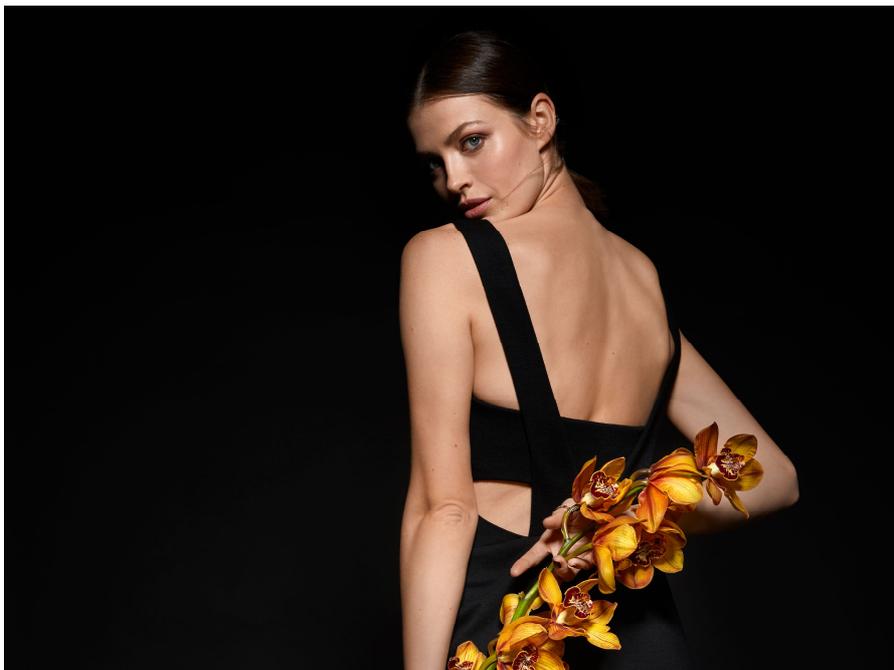
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Neonyt gets ready for take-off at Tempelhof airport

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With more than 210 sustainable fashion labels, exclusive product launches, an accompanying line-up of over 50 events, a sensational fashion show and numerous new partners, Neonyt is opening its doors for the first time at Tempelhof Airport tomorrow.

More space, more brands, an even bigger line-up: During Berlin Fashion Week from 14-16 January 2020, Neonyt, taking place at the now decommissioned Tempelhof Airport, is once again raising the bar when it comes to sustainability and innovation in fashion. With more than 210 sustainable fashion brands from 22 countries, this edition of Neonyt has the highest number of exhibitors yet and is even more international. And in keynotes, discussion panels and masterclasses, an extensive line-up of accompanying events will be shedding light on the most important sustainability and innovation topics, as well as providing answers and facts about the future of fashion.



Green Carpet Collection: Lanius will be launching sustainable red carpet fashion at Neonyt / Source: : Lanius

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“With a multifaceted and interdisciplinary line-up of side events and selected Showcases, Neonyt, as a real hub for retailers, is once again encouraging people to take action for more sustainability in fashion,” says Olaf Schmidt, Vice President of Textiles and Textile Technologies at Messe Frankfurt. “Neonyt sees sustainability not just as a mere fashion trend, but as a complete innovation process for the entire industry.”

One hangar, one hall – A huge selection of sustainable fashion

For three days, Berlin Fashion Week visitors can also look forward to discovering sustainable streetwear and casualwear, high fashion and accessories such as shoes, bags, jewellery and home textiles in Hangar 4 and Hall X. This includes a number of new exhibitors such as leading industry brands Armedangels, Blutsgeschwister, Dawn Denim, Knowledge Cotton Apparel, Kuyichi, Melvin& Hamilton and Wolfskin Tech Lab, as well as exciting new discoveries including Fisherman Out of Ireland, Funktion Schnitt, Got Bag, Leit & Held, Lemon Jelly, Moya Kala, Phyne, Sam Lang and Stolbjerg Copenhagen. Numerous previous exhibitors have also made the move with Neonyt to Tempelhof including Bleed, Ecoalf, Erdbär, Jan’N June, Kavat, Lanius, Lovjoi, LangerChen, Melawear, Mud Jeans, Nae Vegan Shoes, NAT-2, Recolution, Rhumaa, Skfk and Wunderwerk.

Due to the high demand from exhibitors, Neonyt is occupying an additional temporary lightweight hall – Hall X – next to Hangar 4. This will house around 40 of the exhibiting brands, including Aeshaane, Arys, Blaumann Jeanshosen, Blue Valley, Ca’Shott Copenhagen, Genesis Footwear, McConnell, Organic Basics, pinqponq, Story of Mine, Vintage for a Cause and Widda Berlin. And with a retail space, Stuttgart shopping mall Das Gerber will also be showing how sustainable fashion can be integrated into product assortments in stores.

The range of brands on show at Neonyt is international. With brands including Kuyichi, Elements of Freedom and Rhumaa, this time the Netherlands are more strongly represented than at the last edition. And exciting brands from France, Peru, Portugal and Spain will also be showcased in large collective presentations.

What’s new – Product launches at Neonyt

VIKTOR & ROLF and CALIDA: At Neonyt, premium Swiss underwear label Calida will be debuting its cradle-to-cradle capsule collection “We want a better world” in collaboration with avant-gardist luxury fashion brand Viktor & Rolf. And with the launch of its exclusive Green Carpet Collection on 14 January from 4:00 pm, premium Cologne-based label Lanius will be showing that sustainable fashion can also attract all the right attention on the red carpet. Together with Daniel Elkayam and BERLIN CURRY, NAT-2, renowned for its unique high-end sneakers, will be presenting models made from algae and red pepper as part of their SEAmopathy project. Backpack and bag manufacturer pinqponq is using Neonyt to launch its Most Responsible Products, including items made from recycled PET and PFC-free functional fabrics and, along with Armedangels, also providing the hosts and hostesses of Neonyt with sustainable bags. A forward-looking presentation on microplastics will be

Neonyt
The global hub for fashion, sustainability
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given by Guppyfriend, the manufacturer of a laundry bag that filters out the tiniest microfibers released from textiles during washing. And in keeping with Neonyt's overarching theme of "Air", Wunderwerk will be explaining how they bleach their jeans in a resource-efficient way with oxygen, barely using lasers and carrying out certain production steps by hand.

Next on your agenda – The Neonyt line-up

Visitors who want to be inspired and informed by Neonyt's side events should make sure they plan their time at the event wisely. Neonyt is once again setting an overarching theme for Berlin Fashion Week – "Air" – that will massively reach and influence the mainstream in 2020. On the Fashionsustain stage and in the Forum, around 50 keynote speeches, panel discussions and masterclasses will offer a cross-section of consistently future-minded fashion players. The list includes: Armedangels, Asket, Brigitte Be Green, Cleandye, circular.fashion, Fashion Revolution, Fridays for Future, Fung Group, H&M, ISKO, Katag AG, Lenzing, Nudie Jeans, SAC, Timberland, The Sustainable Angel, the United Nations Office for Partnerships, YKK and Zalando, as well as partners like ClimatePartner, Fashion Council Germany, hessnatur, re:publica, Schuhkurier & Step, Textile Exchange and Textilwirtschaft.

The conference line-up is complemented by the Neonyt Showcases on the gallery level of the main hall, including the United Nations Office for Partnerships, Interloom, ISKO Denim, Staiy, LECTRA, Manaomea, Renewcell AB and VDMA Textile Care, Fabric and Leather Technologies. Visitors will also be able to talk to representatives from certification bodies including Der Grüne Knopf, Fairtrade, GOTS and Blauer Engel. A line-up of talks tailored specifically to influencers is being offered in the Prepeek area, where the vegan tattoo studio Herr Fuchs & Frau Bär and the Nudie Repair Shop also await.

A glimpse of the future – Neonyt Fashion Show

"Back to nature – high-street fashion meets outdoor": the Neonyt Fashion Show presents high-street fashion mixed with outdoor and performance brands in futuristic looks. On Tuesday, 14 January 2020 from 6:00 pm, the official runway of MBFW at Kraftwerk will provide the venue for the hotly discussed Editorial Show. The multi-label looks compiled from over 80 sustainable designer collections have been created by renowned stylist Claudia Hofmann once again, resulting in trendsetting styling with minimum negative impact. The partners of the Neonyt Fashion Show are Authentic Beauty Concept, Dr. Hauschka and hessnatur. This is what the future looks like!

Press information & photos:

neonyt.com/press

Social media:

Facebook: facebook.com/Neonytberlin

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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, 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