

Press Release

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Neonyt and hessnatur are driving forward change in the fashion industry

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hessnatur is the exclusive partner of the upcoming Neonyt and will be extensively represented at the former Tempelhof Airport and the Neonyt Fashion Show during MBFW.

For the A/W 2020/21 edition, Neonyt is working closely with hessnatur, Europe's leading supplier of sustainable textiles, as an exclusive partner.

"We are delighted to have hessnatur, one of the pioneers of sustainable fashion, on board as our exclusive partner. hessnatur can look back on decades of expertise in the field of sustainable, fashionable and innovative clothing, which makes it a perfect fit for the Neonyt concept," says Olaf Schmidt, Vice President Textiles and Textile Technologies at Messe Frankfurt.

"We see Neonyt as a strong platform on which to express our commitment. In addition to insights into our new brand campaign, the focus this season will be on our mission as a company to actively drive forward change in the fashion industry. The community we meet at Neonyt shares precisely this ambition and is helping us to make new headway together. That's something we really appreciate," says Andrea Sibylle Ebinger, CEO of hessnatur.

At Neonyt, the company will be promoting a video for the #fairbylaw campaign and the introduction of a supply chain law. In a video booth in the Forum, visitors, exhibitors and partners of Neonyt will have the opportunity to submit statements and sign a petition to pass a supply chain law. In the Prepeek area, influencers can try on and style collection pieces by hessnatur. hessnatur is also one of the partners of the Neonyt Fashion Show, which is taking place during MBFW on 14 January from 6:00 pm at Kraftwerk Berlin.

Neonyt and hessnatur already joined forces in 2018 to launch the Fair Fashion Move and, to kick off Berlin Fashion Week, took to the German capital's streets to send out a positive signal for more fairness in fashion.

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Press information & photos:

neonyt.com/press

Social media:

Facebook: facebook.com/Neonytberlin

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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 percent) and partly by the State of Hesse (40 percent).

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

* Provisional key figures for 2019

hessnatur – acting for the world of tomorrow

hessnatur understood very early on that there is only one thing we can rely on for a sustainable and healthy future – and that is nature. This is expressed in its uncompromising commitment to the environment. With this trust in nature, the fair fashion pioneer has been leading the way for over 40 years: established in 1976, the company is regarded as a pioneer in ecological and social standards in textile production. hessnatur launched the first natural baby collection on the market and was globally pioneering in setting up the first organic cotton cultivation project in 1991. Today, hessnatur has around 340 employees and, in addition to its online shop and mail order business, also runs stores in Butzbach, Düsseldorf, Frankfurt, Hamburg and Munich. Europe's leading supplier of sustainable textiles offers ladies' and men's fashion, outdoor clothing, home textiles and baby and children's items.

NEONYT

The global hub for fashion, sustainability
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