

Press Release

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Let's work together: Connected globally, socially distanced locally – Neonyt is showing how it's done!

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How does collaboration work in the fashion industry and particularly in times of social distancing? When tried-and-tested solutions and established yearly plans no longer fit the bill, it's time to start setting new priorities. And the winter edition of Neonyt from 19-21 January 2021 in Berlin will be demonstrating what this can look like.

Together. Now and here. – it is under this motto that the Neonyt community will be getting together in the German capital this coming January. With this event, the global hub for fashion, sustainability and innovation is fulfilling the industry's need to move closer together and cooperate more closely. The agenda at Neonyt will be defined by the hottest topics from the fashion scene: glocalisation and collaboration, as well as diversity and digitalisation.

“For many, the transformation happened virtually overnight – and made it clear just how interlinked yet also fragile the entire system is,” says Thimo Schwenzfeier, Show Director of Neonyt. “We need to show how serious we really are about sustainability through our actions – here and now. The global coronavirus pandemic has exposed a number of injustices in the textile supply chain – and also ignited an international discussion about equality and fairness at the same time. Bricks-and-mortar retailers were ordered to shut their doors to customers. Brands cancelled their orders in producing countries and workers were laid off from one day to the next – without pay and social security. But that wasn't the case in the fair fashion industry, where, wherever possible, solidarity was shown. A rethink is happening in the entire textile and clothing industry, with more and more people advocating glocal cooperation and calling for an end to short-sighted competitiveness. Synergies are forming between competitors, which can benefit everyone.

Several brands from the fair fashion community have been setting an example for years now. After all, genuine partnerships with overseas suppliers certainly pay off for fashion labels. Neonyt exhibitors such as Langerchen and Lanius are leading the way: by getting the Fair Fashion Solidarity movement off the ground, for example, and giving labels and shops specific recommendations on how to advocate fair conditions in the fashion industry in times of COVID-19. Sustainable production standards and transparent supply chains can be guaranteed through close collaboration.

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Glocalisation, collaboration, diversity and digitalisation – from September 2020 until January 2021 these are the Neonyt topics under the spotlight on our social media channels and in our newsletters: exhibitors and long-standing partners will be sharing their perspectives and giving the fair fashion community insights into their business. Because only together can we initiate positive change – Together. Now and here.

Press information & photos:

www.neonyt.com/press

Social media:

Facebook: facebook.com/Neonytberlin

Instagram: instagram.com/neonyt.berlin

LinkedIn: linkedin.com/showcase/neonyt/

YouTube: m-es.se/z8WG

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 2,600 employees at 29 locations, the company generates annual sales of around €736 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