

Press Release

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Neonyt Fashion Show: The best of sustainable fashion at E-Werk – at 10:00 am on 2 July

Lilliffer Seiler
Tel. +49 69 75 75-6738
Lilliffer.Seiler@messefrankfurt.com
www.messefrankfurt.com
www.neonyt.com

With a focus on denim, the Neonyt Fashion Show is bringing the very best of sustainable fashion to the MBFW catwalk at E-Werk. The show will be kicking off Neonyt on 2 July at 10:00 am. Presenting partners of the show are Dr. Hauschka, Lenzing and Oeko-Tex.

Curated by stylist and co-founder of the Fashion Council Germany Claudia Hoffmann, the editorial fashion show will be presenting a best-of national and international sustainable fashion labels in curated multi-brand looks. The key topic here will be denim. In addition to the runway taking place at E-Werk, the Neonyt Fashion Show will be streamed on a number of stages at Kraftwerk Berlin.

With natural cosmetics brand Dr. Hauschka, sustainable fibre manufacturer Lenzing and textile and leather certifier Oeko-Tex Association, Neonyt has been able to get three noteworthy presenting partners on board for the fashion show, which is also supported by the European Regional Development Fund.

“We are delighted to be a presenting partner at Neonyt for the first time. Innovation and sustainability are at the focus of Lenzing’s activities and therefore perfectly complement the vision of Neonyt. We will be presenting Tencel fibres with Refibra technology, which are making an important contribution to the circular economy in the textile industry,” says Christina Kreuzwieser, Head of Marketing Communication for Europe and the Americas at Lenzing.

“Giving the topic of sustainable fashion such a high-profile and exclusive platform as the Neonyt Fashion Show is a matter very close to the Oeko-Tex Association’s heart. The show brings together sustainable labels from all over the world and shows what sustainable style in the year 2019 can look like and how the change in the fashion industry can be advanced further,” says Georg Dieners, Secretary General of the Oeko-Tex Association.

As well as its involvement as presenting partner of the Neonyt Fashion Show, natural cosmetics brand Dr. Hauschka is also stopping by Kraftwerk Berlin with an upcycled vintage Airstream campervan from the 1970s. Visitors can enjoy personal consultations and test out the skin care products at their leisure.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

In January 2019, the Neonyt Fashion Show attracted around 600 national and international guests from the worlds of fashion, media, politics and business. And in addition to that, around 450 guests watched the live streaming of the show at Kraftwerk.

Dates

Neonyt Trade Show	2 to 4 July 2019
Fashion Impact	2 to 3 July 2019
Fashionsustain	2 to 3 July 2019
Prepeek	2 to 3 July 2019

Press releases & photos:

www.neonyt.com

Social media:

Facebook: facebook.com/Neonytberlin

Instagram: instagram.com/neonyt.berlin

YouTube: m-es.se/z8WG

Press contact:

KERN.

Mira Hein

Tel: +49 69 65 00 88 65

E-mail: hello@kern.consulting

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. It employs a workforce of 2,500* at around 30 sites and generates annual sales of around EUR 715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. With its headquarters 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: www.messefrankfurt.com

* Provisional key figures for 2018