

Press Release

June 2019

Neonyt: A three-day programme packed with renowned speakers

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High-profile talks, discussion panels and workshops on four stages await the international audience of Berlin Fashion Week at the summer edition of Neonyt, which is taking place from 2-4 July 2019. For the latest news and views on the future topics of fashion, sustainability and innovation, Kraftwerk is the place to be once again. Noteworthy institutions and companies will be taking to the stage – including Candiani Denim, Germany’s Federal Ministry of Economic Cooperation and Development (BMZ), Stuttgart shopping centre Das Gerber, Katag, Lenzing, Otto Group, Ramelow, Tchibo, True Standard, the United Nations (UN), WWF and Zalando.

A variety of event formats under the Neonyt umbrella makes it possible to bring together the most important aspects of the fashion world: business, networking, inspiration and know-how with progressive thinking and a sustainable approach. The line-up includes the Fashionsustain conference and the Neonyt Fashion Show, the Fashionimpact forum with a focus on retail-related topics, the Showcase with two micro-factories and Prepeek, the networking platform for influencers and representatives of the media. The line-up will culminate on Thursday afternoon with the UNLOCK Style by ZEITmagazin conference.

One of the highlights is a round table during the Fashionimpact forum on Wednesday at 12 noon, in which Kerry Bannigan from the UN, Dr Daniel Terberger, Chairman of Katag AG, and Bernd Keller, CEO of True Standard, will be discussing the compatibility of sustainability and the mass textile market.

Fashionsustain: New directions in denim production

Messe Frankfurt is developing the international Neonyt conference Fashionsustain. For all industry stakeholders who wish to learn more about current technological innovations and sustainability developments, the Fashionsustain conference on 2 & 3 July is the place to be. It will be providing visitors with the know-how to bring about real innovation and change in the fashion and textile industry. Expanded to a two-day conference, Fashionsustain will provide a prominent stage for the interplay of collaboration and competition as key elements for new and sustainable technologies that drive the industry towards sustainable business models or new and old markets. ‘We Are Water’ continues to be the overarching theme of the event for 2019.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
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And the panels at Fashionsustain will be exploring subjects such as the neo-new role of denim. On Wednesday at 10:50 am, Textile Exchange will be presenting a panel on the topic “The state of the denim industry – from dirty washes to clean waters” (with Tricia Carey from Lenzing, Besim Ozek from Bassa, Eliina Brinkberg from Jeans Co., Patrick Wendt from Jeanologia and Simon Giuliani from Candiani Denim). And another highlight awaits the conference participants directly afterwards: Amanda Johnston from Sustainable Angle, Magdalena Schaffrin from Neonyt and Orsola de Castro from Esthetica/ Fashion Revolution will be providing answers to the question of “10 years of sustainability in fashion – what’s next?”. The round table will be examining the development of sustainable fashion since the Greenshowroom, the predecessor of Neonyt, was established ten years ago.

Fashionimpact: Focus on retail

During all three days of the event (2, 3 & 4 July), the Fashionimpact forum will discuss the potential impact of the fashion industry along the supply chain. The forum will be giving the floor to a whole range of contemporary challenges – especially those concerning stationary retailing including scaling sustainable fashion brands, better packaging and on-demand production. The effects of digitalisation in the craft sector will also be explored, as well as the sustainability of fashion tech accessories and neo-new work concepts for sustainable business models.

Further highlights of Fashionimpact include a panel on Wednesday at 10:00 am, “How can I scale sustainable fashion for the retail trade? Authentically and credibly”, including with Martin Höfeler from Armed Angels, Marc Ramelow and Uwe Scherer from Creatingsmiles. And on Wednesday at 2:00 pm, sustainability communication and employer education will be on the agenda. Participants in the discussion include Jade Buddenberg from Zalando and Stephanie Essack from Modehaus Ramelow. Plus: performance label Pyua and Tchibo will be announcing their cooperation with a press conference on Tuesday at 2:00 pm. In the subsequent panel they will be joining Paul Dietzsch-Dörtenbach from i:Collect and Bert van Son from Mud Jeans to discuss how leasing and take-back systems can work in retail.

At 11:30 am on Tuesday, Hannah Kussel from Stuttgart shopping centre Das Gerber will be presenting the shopping centre’s vision of how sustainable product ranges can be seamlessly integrated into existing shop floor concepts. This idea will also be shown at Kraftwerk in the form of an installation space under the title “Econic Goods of Gerber”. And in a panel with other labels, retailers and Germany’s Federal Ministry of Economic Cooperation and Development (BMZ) on Tuesday from 11:45 am, the focus will be on the scalability of sustainable fashion, also with regard to the “Grüner Knopf” (Green Button) idea, a sustainability standard currently being developed by the German government. Tuesday’s panel will be moderated by Kay Alexander Plonka from Style in Progress.

Neonyt
The global hub for fashion, sustainability
and innovation
Berlin, 2-4 July 2019

Showcase: Gemini and Strima present micro-factories

Digitalisation and customisation – two of the current megatrends in the

fashion industry – both offer huge opportunities for more sustainable production and value creation. The Neonyt Showcase on the upper floor of Kraftwerk invites companies from the supply and value chain to present their best examples of sustainable practices. Gemini and Strima, two globally operating innovation drivers, will each showcase their vision of modern micro-factories. At first hand, visitors will have the opportunity to discover and experience progressive solutions that merge technological and sustainable innovation in order to create lasting change within supply chains.

Neonyt Fashion Show: A decade of sustainability and fashion

2009-2019: The Neonyt Fashion Show is looking back at ten years of sustainability and fashion. At 10:00 am on Tuesday, the invited guests can look forward to seeing the best of national and international fair fashion labels in curated multi-brand looks at E-Werk. With a key focus on denim, the show is supported by the European Regional Development Fund and its presenting partners are Dr. Hauschka, Lenzing and OEKO-TEX. Neonyt visitors can follow the show via the live stream into Kraftwerk.

Prepeek: Style, shoot, post

Neonyt's influencer and blogger event spans all three days of the event (2, 3 and 4 July) and invites social media experts and lifestyle journalists to take a sneak peek at the collections for summer 2020 and then style and photograph them. Prepeek also offers a stage for talks with fashion changers, United Nations representatives, Vepsi and many more.

UNLOCK Style by ZEITmagazin

Decision-makers from the fashion world, the creative industry and the media will be coming together on Thursday 4 July from 12:30 until 5:00 pm on the upper floor of Kraftwerk to discuss the latest creativity trends. The UNLOCK Style by ZEITmagazin conference will decode urgent industry questions and open up doors to new possibilities. It explores boundaries and transitions and explains how fashion, technology, photography, design and art influence each other. Pre-registration is required: www.convent.de/unlockstyle

The full Neonyt line-up at a glance:

<https://events.messefrankfurt.com/2019/neonyt/de/Calendar>

Dates

NEONYT Hub	2-4 July 2019
Trade Show	
Fashionimpact	
Prepeek	
Fashionsustain	2-3 July 2019
Fashion Show	2 July 2019, 10:00 am

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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