

Press Release

July 2019

NEONYT: 10 years as THE global tradeshow for sustainable fashion

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From 2-4 July 2019, Neonyt will transform Kraftwerk Berlin into the global hub for fashion, sustainability and innovation with 170 international labels, making the tradeshow the world's biggest hotspot for progressive, sustainable fashion and technological innovations. Numerous speakers from renowned institutions and companies will be driving forward the change of fashion with unmissable talks and discussions on the issues that matter.

Microplastics and ocean pollution, Fridays for Future and unprecedented election results – climate change and the solutions for a sustainable future are the topics currently dominating our society.

Like no other platform during Berlin Fashion Week, Neonyt tackles the challenges of the fashion world of tomorrow head on. At Kraftwerk Berlin, industry participants can look forward to browsing a wide array of progressive fashion by 170 international sustainable labels and, during a three-day event line-up, also receiving answers to the pressing questions facing the future of fashion.

“With Neonyt and its predecessors Greenshowroom and Ethical Fashion Show, we have been synonymous with sustainable fashion for ten years now. We have stayed true to Berlin, the top destination for sustainability, to increase awareness and acceptance of this topic. And thanks, in a large part, to Neonyt, Berlin Fashion Week is now the world's most important hub for sustainable fashion, which gives it a real USP over the other Fashion Weeks,” says Olaf Schmidt, Vice President of Textiles & Textile Technologies at Messe Frankfurt.

Trailblazers and shooting stars

The summer edition of Neonyt features a line-up of international trailblazers in sustainable fashion including Bleed, Dedicated, Degree Clothing, Ecoalf, Erdbär, Jan 'n June, Langer Chen, Lanius, Les Racines du Ciel, Melawear, Nat-2, PeopleTree, Pyua, Rhumaa and SKFK. Returning brands include Recolution, Lovjoi, Mud Jeans and Feuervogel, who will be joined by first-time exhibitors such as Wunderwerk and Derbe Hamburg.

“The ground and mezzanine floors of Kraftwerk are booked to full capacity with 170 labels in total. We are delighted that countless cool, urban labels are recognising Neonyt as the epicentre of sustainable fashion. And, for the first time, we even have a waiting list due to the huge demand,” explains Thimo Schwenzfeier, Show Director of Neonyt.

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

Sustainability is coming to retail

At the upcoming summer edition, Neonyt will be putting the spotlight on conventional retailers in order to bring the topic even closer to the end consumer. As part of the newly created Retail Forum, over two days there will be talks and discussion panels featuring renowned speakers on highly topical, turnover-related retail topics. The list of speakers taking to the stage includes Dr Daniel Terberger from Katag, Marc Ramelow from the fashion chain store of the same name, Bernd Keller from True Standard, Hannah Kussel from Das Gerber and representatives from Tchibo, WWF, Zalando and the United Nations. On a separate space and in a keynote speech under the title “Econic Goods of Gerber”, Stuttgart shopping centre Das Gerber will be presenting its shop floor vision of how sustainability can be seamlessly embedded into existing POS surroundings. Germany’s Federal Ministry of Economic Cooperation and Development (BMZ) will also be represented at the launch of the Grüner Knopf (Green Button) sustainability standard. And before the tradeshow officially begins at 9:00 am, Neonyt is offering retailers a daily, complimentary Retail Breakfast – for a laid-back and well-informed start to the day from 8:30 am in the sunny garden of Kraftwerk.

www.neonyt.com

Dates

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

Press releases & photos:

www.neonyt.com/press

Social media:

Facebook: facebook.com/Neonytberlin
Instagram: instagram.com/neonyt.berlin
YouTube: m-es.se/z8WG

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

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