

Business bags from Brittany to Berlin

Ethical fashion brands, including Bag Affair from the farthest point in Brittany, join forces in Neonyt fashion fair to move the industry towards a greener, more transparent direction.

Born less than two years ago, the ambitious business bags brand, Bag Affair from French Brittany, is choosing Berlin for its first international trade fair. Bag Affair is an example of new fashion startups that are born to create profound change. The choice to appear in Neonyt for its first international show is a strategic one.

Neonyt has quickly become the European and global reference for sustainable fashion. The fair particularly showcases creativity of young talents to solve environmental and social problems endemic in the fashion industry. In the case of Bag Affair, the cause is workplace equality. The brand focus is to redesign handbags to address the real needs of working women who lack business bags, while using only sustainable materials such as cork with transparent methods of production.

This cause-led foundation leads the young Breton brand from Brest to Berlin to further respond to the growing German market. "Our German clients quickly resonated with our mission for equality with real practical accessories. We want to be the European and global reference of ethical business fashion, Neonyt is the sustainable fashion hub that can move us towards our objective", says Ronja Nielsen, co-founder of the Bag Affair label.

The trade participation will be done in cooperation with the French platform for ethical fashion [SloWeAre](https://www.sloweare.com/). SloWeAre is a referencing media platform for sustainable brands, which produce under ethical conditions. The label performs rigorous audits before listing brands on their website, as well as organizing ethical shopping tours with the goal to educate customers on ethical fashion alternatives.

The environmental theme of this year's Neonyt fashion conferences will be the future of fashion and water sustainability. The relevance of this topic is linked to ethical fashion as new green brands showcase intelligent materials that counter synthetic polluting fibers, or in the case of cork used for Bag Affair, bypassing leather tanning, thereby further preserving natural water resources.

Practical information

Neonyt show Berlin

2 to 4 July 2019

Kraftwerk Berlin

<https://neonyt.messefrankfurt.com>

SloWeAre

<https://www.sloweare.com/>

Bag Affair

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