

Press Release

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Collaboration is key: Neonyt joins forces with B2B online marketplaces for summer

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An increase in exhibitor numbers, twice as many professional visitors and the topic of sustainability more present than ever before – that was the résumé of Neonyt in January. And the plan was to top that even further at the summer edition in June 2020. But the coronavirus pandemic thwarted the plans of the event’s organiser Messe Frankfurt. And now it is clear that a virtual edition of Neonyt will not be taking place in summer either.

Changing the world of fashion together – through collaboration, communication and entrepreneurship. That is not an empty promise, but the vision of Neonyt. And in these current times, it is more important than ever. In view of the ongoing uncertainty surrounding COVID-19, the management of Messe Frankfurt made the decision not to hold Neonyt as a physical event this year. And developing their own digital platform to showcase Neonyt and its exhibitors in virtual showrooms is not something that the team behind the event see as being constructive. Instead, Neonyt is focusing on a collaboration with two existing B2B online marketplaces.

“There are already countless approaches to hosting virtual events and showrooms right now. Following an in-depth review of the situation, we therefore decided that it makes more sense not to develop yet another solution for that ourselves, but to trust the expertise of well-known industry partners instead,” says Thimo Schwenzfeier, Show Director of Neonyt. “With The Brand Show Circular and Joor as our preferred partners for summer 2020, we are making it possible for Neonyt exhibitors to use all digital services of these B2B order platforms.”

However, as face-to-face interaction forms the basis of every human relationship, virtual platforms can never replace physical events, so the aim is to schedule the upcoming winter edition of Neonyt at the beginning of next year as usual. And in the meantime – thanks to partnerships with the two B2B marketplaces – Neonyt is offering its exhibitors the opportunity to position themselves in an international order context and look ahead to the time after the coronavirus.

The Brand Show Circular is a B2B marketing and order platform on which, in addition to digital showrooms and ordering opportunities for brands, it is also possible to publish video content. Sustainable fashion is at the focus here and many Neonyt exhibitors are already represented with digital showrooms.

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

And the cooperation with Joor, the world's leading B2B platform for brands and retailers, and the Premium Group, the organiser of Premium, Seek and the Fashiontech conference, offers Neonyt exhibitors a number of digital services, which will be presented to interested exhibitors soon.

For the Fashionsustain conference, a digital solution using existing channels has been found: in the week from 13-17 July 2020, speakers from the sustainable and digital fashion industry will be discussing topics related to innovation, sustainability and technology in live talks and various audio and video formats on the Neonyt and Fashionsustain social media channels. The full line-up of all talks, participants and dates will be announced in the coming weeks.

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. It employs a workforce of 2,600* at around 30 sites and generates annual sales of around EUR 733* 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

* Provisional key figures for 2019