

Press Release

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Neonyt On Air: One week of online talks about business, lifestyle and knowledge

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During the virtual “Neonyt On Air” taking place in the week from 13-17 July 2020, fashion and digital experts will be discussing innovative topics related to business, lifestyle and knowledge in panel talks and live interviews. Plus: the initiators of Frankfurt Fashion Week – Messe Frankfurt and the Premium Group – will be letting us in on what summer 2021 has in store.

Opportunities and challenges for the sustainable fashion scene in times of COVID-19. Digitalisation as a driver of innovation. And news from the Neonyt community. These and other topics are at the focus of the first “Neonyt On Air”. The new virtual format will be running from 13-17 July 2020 on the tradeshow’s social media channels, in addition to the new digital order opportunities in collaboration with B2B online marketplaces The Brand Show Circular and Joor as “preferred partners”.

“The fashion industry and the tradeshow business are not only facing new challenges but, above all, also great opportunities,” says Thimo Schwenzfeier, Show Director of Neonyt. Together with pioneers from the sustainable fashion industry such as Hessnatur and trailblazers of the digital business like Browzwear and Yoonatech, as well as our two “preferred partners”, we will be examining these opportunities in particular.” During the virtual week, the Neonyt community can look forward to finding out the latest industry news and getting answers to questions about the status quo of the sustainable fashion scene.

As an introduction to the rest of the line-up, on Monday 13 July 2020 Show Director Thimo Schwenzfeier, Creative Director Magdalena Schaffrin and Content Director Max Gilgenmann will be addressing the community in video statements. And Olaf Schmidt, Vice President of Textiles & Textile Technologies at Messe Frankfurt, will be giving us an idea of what will be discussed on Friday, when the focus will be on Frankfurt Fashion Week.

Business

“Data is in the Air” on Tuesday morning for The Brand Show, Browzwear and Yoonatech. Terms like “virtual fashion”, “digital sampling” and “3D body scanning” are part of everyday life for these three digital business experts. In a panel talk, they will be discussing their visions for the production, processing and distribution of fashion.

What is a B2B online marketplace, which offers are there and where are

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the benefits for Neonyt exhibitors – especially in times of travel restrictions and social distancing? These questions about the collaboration with Neonyt will be answered in a live interview with Joor on Tuesday afternoon.

Lifestyle

Neonyt's influencer community will be in the spotlight on Wednesday. To start the ball rolling, everything will revolve around the Neonyt format Prepeek in an Instagram takeover with Thekla Wilkening from Stay Awhile: she will be showing how the concept has been developed over the years with support from the Fashion Changers and what Prepeek has to do with the red carpet of the Berlin International Film Festival.

Why fashion is an expression of individuality and the significance of personal and corporate values will be the hot topics of Magdalena Schaffrin's panel talk on Wednesday afternoon. Together with natural cosmetics label Dr. Hauschka, activist Julia Dalia and fashion stylist Claudia Hofmann, she will be speaking about the shift towards more diversity in the fashion sector.

Knowlegde

Coronavirus-related uncertainties are forcing the creative and fashion industries to find new ways of working. This prompted Luxiders Magazine to do a Neonyt editorial shoot. The storyline: fashion in uncertain times. For a glimpse behind the scenes, head over to the Neonyt Instagram profile on Thursday afternoon.

The topic will be explored in more depth in the afternoon when Max Gilgenmann will be talking to long-standing Neonyt partner and fair fashion pioneer Hessnatur, Lisa Jaspers from Folkdays and a representative from Fashion Council Germany about the global problem of supply chain disruptions and order cancellations in production facilities.

Frankfurt Fashion Week 2021

Where fashion and design meet sustainability and digitalisation: what potential does Frankfurt Fashion Week have for the Rhine-Main metropolis, the fashion industry in general and for the two initiators Messe Frankfurt and Premium Group – but also explicitly for Neonyt? Answers to this question will be provided by Peter Feldmann, Senior Mayor of the City of Frankfurt am Main, Detlef Braun, Member of the Executive Board of Messe Frankfurt, Olaf Schmidt, Vice President of Textiles & Textile Technologies at Messe Frankfurt, Thimo Schwenzfeier, Neonyt Show Director, as well as Anita Tillmann, Managing Director of the Premium Group, in video statements on Friday morning. Anita Tillmann and Olaf Schmidt will be answering further questions about Frankfurt Fashion Week in the subsequent interview.

No registration is required to participate in Neonyt On Air. The full line-up is available on the [@neonyt.berlin](https://www.instagram.com/neonyt.berlin) Instagram profile and you will also find it on the [neonyt.com](https://www.neonyt.com) website very soon.

Neonyt
The global hub for fashion, sustainability
and innovation
Frankfurt am Main, 13-17 July 2020

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. With more than 2,600 employees at 29 locations, the company generates annual sales of around €736 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