




06-08/07/2021  
Frankfurt

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NEONYT






# Jetzt.

# Now.

**COVID as a catalyst for sustainability? During the past year, we have experienced that the transformation championed by Neonyt's cross-sector community is already well under way. The common goal? More sustainability and transparency. Although people have been questioning their consumer behaviour and where fashion products come from for a long time now, the global situation surrounding COVID-19 has further accelerated the process.**

We certainly don't want to downplay the negative scenarios of COVID-19 in any way, but the developments of the last few months have shown us one thing: when tried-and-tested solutions and established yearly plans no longer fit the bill, it's time to start setting new priorities. Following the first shockwave and a phase of reorientation, for us and many members of our community, the crisis became an opportunity.

We are experiencing how volatile the world can be these days – and how important it is to take action in the here and now: to drive forward real change, to re-evaluate previous ways of thinking and doing business, to invest in both local and international partnerships and to intensify globally connected relationships. The time has come for us to show just how serious we are about sustainability. The time has come for us to act. **Now!**

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# NEONYT



# Change. Fashion.Together.

**Joining forces to drive long-term change in the fashion sector: authentically, directly and transparently. The past year has shown us just how important that is. And the solidarity of our cross-sector community is proving how much we can achieve by coming together. What happens next will be determined by you – at Neonyt, the most relevant international platform for fashion, sustainability and innovation.**

## 2020

The coronavirus pandemic has changed the world – and the fashion world, too. And it has also disrupted our event calendar. Our last physical event took place more than a year ago. In January 2020, to be precise, when around 220 sustainable brands from more than 20 countries showcased their collections at Neonyt. More than 12,000 professional visitors were in attendance. The five formats – Trade Show, Showcase, Prepeek, Fashion-sustain and Fashion Show – brought together a community that defines itself by fashion and lifestyle, curiosity and a forward-looking approach, an affinity for technology and an ethical awareness. Unified by the desire to drive a process of change and a shift in values within the textile and fashion industry. Community building in a neo-new way. Whether retailers, brands or agencies, CEOs, marketing or CSR officers, fashion editors, business journalists or influencers – Neonyt connects people.

**Be part of Neonyt!**

## 2021

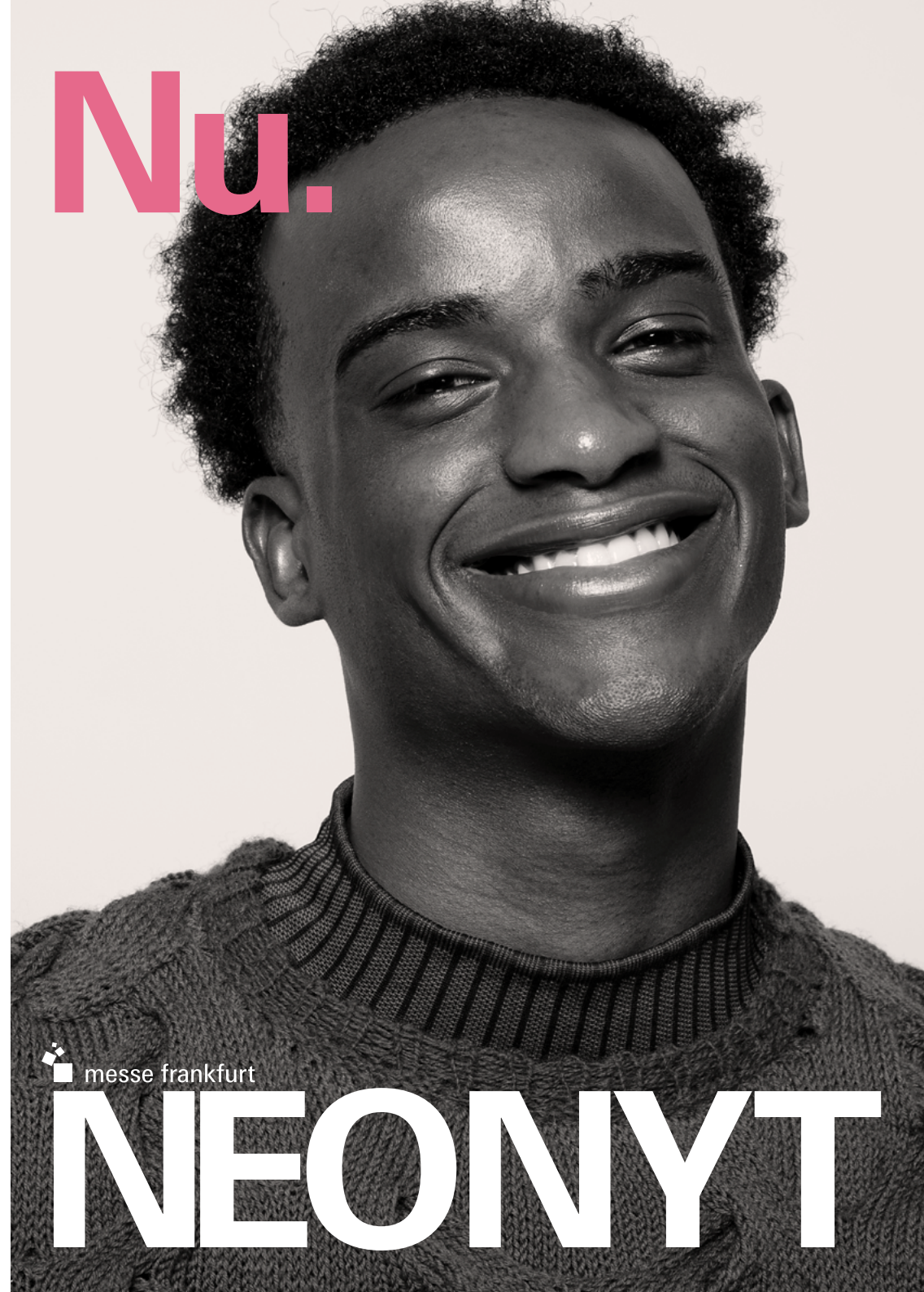
The digital version of Neonyt on Air – the most recent edition of which took place in January 2021 – is by no means a full replacement for the cancelled face-to-face

seasons, but still a resounding success. For one whole week, fashion, lifestyle and digital experts talked about more authenticity, immediacy and transparency in the textile and fashion industry in various keynotes, interviews and panel discussions. With more than 24,000 international followers on Instagram, we generated around 50,000 impressions and over 4,700 content interactions in just five days. These figures show that the topic of sustainability has finally made it into the mainstream and is being discussed across all sectors. And now the time has come for us to show just how serious we are about it.

The next physical get-together for Neonyt and our cross-sector community is Frankfurt Fashion Week – with a focus on the topics of Applied Sustainability and Applied Digitisation, a brand-new Fashion Week ecosystem will emerge in the metropolis on the Main River in summer 2021.

**Be part of Frankfurt Fashion Week!**

# Nu.



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# NEONYT





# Frankfurt Fashion Week.

**Fashion, design, sustainability and technology make the perfect combination. And from summer 2021, Frankfurt Fashion Week will be bringing them all together. The Rhine-Main metropolis is set to become the new home of a forward-looking fashion and lifestyle community: with tradeshow, conferences, runway shows and events, Frankfurt Fashion Week is the hotspot for the international fashion scene.**

Frankfurt Fashion Week was initiated by the world's largest trade fair, congress and event organiser with its own exhibition grounds – Messe Frankfurt – and the organiser of Europe's biggest fashion fair – the Premium Group. The hosts are the City of Frankfurt am Main and the State of Hesse. And you are the key players: basically, everyone who wants to change the textile and fashion industry and move it forward. Together we are taking sustainability to the next level – the focal topics of Applied Sustainability and Applied Digitisation are laying the foundations for a whole new Fashion Week ecosystem in the vibrant city on the Main River.

Frankfurt Fashion Week is supported by its 'Presenting Partner', Conscious Fashion Campaign in cooperation with the United Nations Office for Partnerships (UNOP). Building on the existing cooperation between the UNOP and Messe Frankfurt, Frankfurt Fashion Week will become a platform that implements the 17 Sustainable Development Goals in the international fashion business. The goal: to advance the Decade of Action proclaimed by the UN and the achievement of the SDGs by 2030.



# TRADE SHOW

## The brands.

**Fashion thrives on personal interaction, presentations and inspiration, as well as being able to see and feel materials and craftsmanship up close. With a good balance of leading brands and newcomers, the Neonyt Trade Show is the world's leading fair for fashion, sustainable lifestyle and innovation. After two online sessions, we are now looking forward to bringing the fashion world back together – offline and face-to-face – in our new location of Frankfurt am Main.**

Neonyt is the meeting place for all key industry players for whom fashion and sustainability are inextricably linked. All exhibiting brands are chosen on the basis of strict sustainability criteria and fashionably curated by us – from contemporary, casual and urbanwear to denim, street and sportswear down to business looks. As well as womens' and menswear, the ranges also include performance wear, shoes, accessories, jewellery and beauty. More than 220 national and international brands exhibited at the last physical edition of Neonyt. The list includes: Armedangels, Arys, Bleed, Blutsgeschwister, Calida, Dawn Denim, Ecoalf, Ekn Footwear, Erdbär, Funktion Schnitt, Got Bag, Jan'n June, Kavat, Knowledgecotton Apparel, Kuyichi, Lemon Jelly, Lanius, Lovjoi, Langer Chen, Melawear, Melvin & Hamilton, Mud Jeans, Nae Vegan Shoes, Nat-2, Nudie Jeans, Phyne, Pinqponq,

Rhumaa, Stolbjerg Copenhagen, Recolution, Rhumaa, Skfk, Viktor&Rolf, Wunderwerk and Zerum.

Neonyt is the business and communication platform for the trends and future topics of the fashion industry. This is where you'll meet important buyers and retail representatives – from Germany (56%), Europe and the rest of the world (44%). Intensify your contact with relevant communities.

Showcase your brand and design concepts to journalists, editors, bloggers and influencers. Profit from the new ecosystem of Frankfurt Fashion Week. The cross-sector community and list of buyers that Neonyt attracts include: About You, Avocado Store, Engelhorn, Galeries Lafayette, Garhammer, Glore, Jelmoli, KaDeWe Group, Kaiser, Kastner & Öhler, Katag, Kauf Dich Glücklich, Kressmann, L&T Lengermann & Trieschmann, Manor, Manufactum, Otto Group, Peek & Cloppenburg, Ramelow, Schnitzler, Selfridges, Tallinn Design House, Thrive, Zalando and Zinser.







# FASHIONSUSTAIN x FASHIONTECH The conferences.

**The combined innovative strength of the technology, sustainability and digitalisation sectors is an important driver for the latest developments in the textile and fashion industry. Processes and production workflows along the entire supply chain are changing – and, in many ways, the industry needs to reinvent itself. Neonyt is showing how this will work successfully in the long term.**

Internationally established conference format Fashionsustain by Messe Frankfurt – with spin-offs in China, Europe and the USA – and Fashiontech by Premium Group, Europe's leading tech conference for fashion, provide the ideal mix of information and inspiration to help equip the industry for the future.

From virtual fashion, authentic brands and textile supply chains to science, innovation and retail or business models and impact investments – at Fashionsustain and Fashiontech, high-profile experts come together with an audience of interested professionals to discuss change and the problems facing the fashion industry.

Fashionsustain has established itself as one of the most important conferences in the industry with over 50 items on its agenda and about 130 speakers from companies and organisations like Adidas, Business of Fashion, Browzwear, Fridays For Future, H&M, Inditex, Isko, Katag, Lectra, Lenzing, Nudie Jeans, Otto Group, SAC, Timberland, Vogue Australia, YKK and Zalando. Previous cooperation partners include: Climate Partner, Fashion Council Germany, Fashion Revolution, Re:publica, the United Nations Office for Partnerships and Textile Exchange.

Fashiontech covers all aspects of digital transformation, innovation and disruptive technologies. Speakers at previous editions included experts from Alpha Tauri, DHL, Ganni, High Snobiety, Joor, Tommy Hilfiger, Telekom, Schoeller Textil and Der Spiegel, as well as models and influencers like Marcus Butler and Stefanie Giesinger.



# SHOWCASE

## The value chain.

**What kind of an influence do sustainable innovations have on the textile supply chain? And how can we rethink our industry? Neonyt is providing the answers to these questions in its Showcases. From micro-factories to installations – present your sustainable innovations, new technologies, materials, initiatives, change-maker campaigns or research projects. Awaken the interest of the international cross sector community. Experience first-hand what happens when progressive solutions, technological innovations and lasting change come together in the textile supply and value chain.**

The Neonyt Showcase examines in greater depth the topics and innovations that are presented and discussed on the stage of the Fashionsustain and Fashion-tech conferences. Expert knowledge on demand: find out about the sustainability innovations of the exhibiting companies straight from their representatives.

The various communication formats that the Neonyt hub uses to reach different stakeholder groups and industry communities offer Showcase exhibitors numerous networking opportunities. This is the place to be for anyone interested in forward-looking innovations, disruptive technologies and modern sustainability communication. And for all those who want to benefit from the expertise of Messe Frankfurt's Texpertise Network along the textile value chain and with around 60 textile events worldwide.







# FASHION SHOW.

## The looks.

**Fashion is more than a lifestyle. What we wear goes beyond mere trends – it is an expression of society as a whole. Fashion is diversity. In curated multi-brand looks, the Neonyt Fashion Show presents the best national and international sustainable fashion brands on the catwalk. Look forward to seeing a mix of small, independent, new-comer labels with bigger, commercial brands.**

The concept of the Neonyt Fashion Show addresses the idea of diversity and therefore reflects the zeitgeist: whether on Instagram or the high street, brands are being mixed. The show presents state-of-the-art fashion with more sustainable credentials, turning the vision of a neo-new fashion world into a reality on the runway.

But at the end of the day, what suits us most is solidarity – more values and less bling-bling. And the Neonyt Fashion Show combines exactly that: authenticity and diversity. Awaiting the audience once again in summer 2021 is a fashion presentation concept that is both modern and inspiring. The show provides inspiration for influencers and buyers in search of an interesting brand mix for their product ranges. Partners of previous seasons have included: Authentic Beauty Concept, Dr. Hauschka, Hessnatur, Lenzing and Oeko-Tex.

Here you find  
[the lookbook of the last show](#) and  
[the videos](#).



# PREPEEK

## The stories.

**Prepeek is the event for content creators that takes place during Neonyt and conveys not only the fun side of green fashion, but also a deeper understanding of sustainability: in community talks and masterclasses, influencers are made more aware of all topics related to responsible and sustainable practices in everyday life. And they are given the opportunity to exclusively try on the latest collections by the Neonyt brands and be professionally styled and photographed wearing them.**

### PREPEEK AT NEONYT

Hundreds of influencers with a reach of around 2.5 million followers, 100 shoots with looks from over 40 Neonyt brands, countless posts on social media, plus over 600 Stories and a whole lot of fun – that was Prepeek in January 2020. The idea behind Prepeek is simple: bloggers, Instagrammers, YouTubers and content creators are given direct and exclusive access to selected products by sustainable fashion labels and partners from the sectors of fashion, beauty, food and lifestyle. It is like one big, curated wardrobe from which they can put together outfits. And stylists are on hand to help them find the ideal look. The result: professionally shot looks that can be instantly shared with the community on social media. In previous seasons we have worked with successful influencers and content creators like Dariadaria, Julia Dalia, Louisa Dellert, Tim Dessaint, Marie Nasemann and Sara Nuru. As well as its styling area, the Prepeek Area

also offers enough space for mingling and networking. Whether at the bar with Dopper and Prosecco Doc, in the Nudie Jeans Repair Shop, during yoga sessions with Ognx or in various talks and masterclasses (including with the Fashion Changers) – the three-day line-up provides additional sustainability inspiration for the social media community.

### PREPEEK AT HOME

The fact that style and sustainability can still very much thrive in times of working from home and social distancing was demonstrated by several content creators from the Neonyt community during Prepeek at Home. But the overall Prepeek idea remained the same: exclusive access to the latest collections by selected Neonyt brands – the only difference here is that the outfits are styled individually and modelled at home, in the office or on the street. During Neonyt on Air, from 18 until 22 January 2021, the influencers shared their self-styled outfits on their own Instagram profiles – the influencers who got involved were Noa Ben-Moshe, Andrea Gerhard, Kim Gerlach, Katrin Göring-Eckardt, Anna Kessel, Sandra Lai-Chun Cheung, Esther Rühle, Kathrin Schiebler, Mirjam Smend, Thekla Wilkening and Alf-Tobias Zahn.





# United Nations and NEONYT.

As part of Messe Frankfurt's portfolio, Neonyt is one of around 60 textile events worldwide that actively integrates the Sustainable Development Goals (SDGs) of the United Nations and incorporates them into different formats. Together with Conscious Fashion Campaign and the United Nations Office for Partnerships, we promote and support the 17 SDGs.

The aim of Conscious Fashion Campaign and Neonyt is to establish a direct dialogue with our cross-sector community. The entire industry is responsible for finding and implementing solutions for a social, economic and ecological transformation, as well as embedding the SDGs into global textile supply chains. Now more than ever: the Decade of Action has begun and it's up to us to contribute to achieving the sustainability goals by the deadline in 2030.

"As global citizens, we have a collective responsibility to address the environmental and social challenges posed by our consumption patterns," says Lucie Brigham, Chief of Office at the United Nations Office for Partnerships. "Neonyt plays an important role in mobilising the fashion and textile industry to take action and contribute to achieving the Sustainable Development Goals."

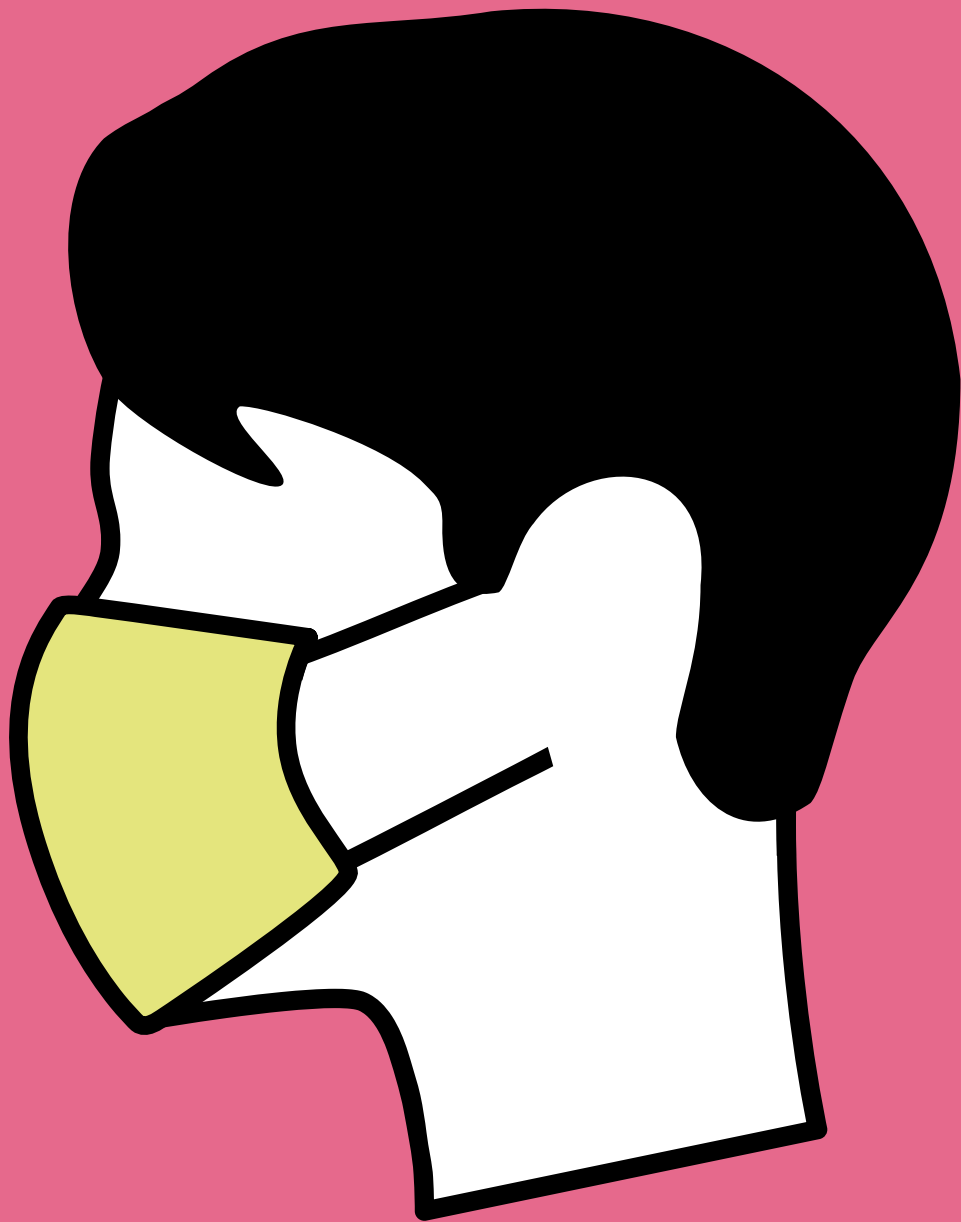
In New York in December 2019, Messe Frankfurt, together with Conscious Fashion Campaign and the United Nations Office for Partnerships, pledged

to continue promoting the SDGs in the textile and fashion industry within the entire Textpertise Network of Messe Frankfurt in the future; by integrating them in all its approximately 60 textile events.

The next big stage for the SDGs: The Frankfurt Fashion Week is positioning itself with a consistently sustainable agenda and pushes the transformation towards a modern, resource-efficient industry: The Conscious Fashion Campaign (CFC), in cooperation with the United Nations Office for Partnerships, becomes 'Presenting Partner' – the SDGs will be a prerequisite for all exhibitors until 2023. The Frankfurt Fashion SDG Summit by CFC will become the leading international conference for sustainability in the fashion world.

**Be part of the Decade of Action!**





# Your safety.

**Due to the ongoing uncertainty regarding the COVID-19 pandemic, restrictions on large-scale events are to be expected for the foreseeable future. The health of all Neonyt exhibitors, visitors, partners and employees is therefore at the focus of our plans for the summer 2021 edition.**

Messe Frankfurt has developed a concept that includes detailed hygiene, medical and organisational measures. Hygiene, physical distancing and a good supply of fresh air are important factors of the concept, which we are coordinating with the responsible authorities in Frankfurt and the team behind Frankfurt Fashion Week.

As soon as all details have been confirmed, we will inform you via our newsletter, as well as on our website and social media channels. In due course, we will be providing the Neonyt community with information and recommendations for exhibitors and visitors that are in line with the latest regulations. If you have any questions, the Neonyt team will be only too happy to answer them.

To ensure that the event is safe and successful for everyone involved, we have had to rethink the booth concepts with safety and space being our number one priority: this is why the minimum booth space available is now 12 m<sup>2</sup>. It is also essential that the protection and hygiene rules imposed at the time of the event are closely observed.

Regarding all measures to improve hygiene on the exhibition grounds of Messe Frankfurt, Neonyt is following the recommendations of Germany's public health institute, the Robert Koch Institute. And all regulations are based on the latest requirements set out in the 'Infection Protection Ordinance' of the City of Frankfurt.

Stay up to date and [subscribe](#) to our newsletter:



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Maintenant.

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NEONYT

# NEONYT Trade Show. The rates.

<b>Complete stand (from 12 m²)*</b>	€ 350.00/m² Regular, € 315.00/m² Loyalty**
Prices plus environmental contribution of € 6.00 per m² AUMA contribution of € 0.60 per m² and media contribution of € 450.00	12 m² Regular € 4,200.00, Loyalty** € 3,780.00 18 m² Regular € 6,300.00, Loyalty** € 5,670.00 24 m² Regular € 8,400.00, Loyalty** € 7,560.00
<b>Space only (from 12 m²)</b>	Regular € 330.00/m² Loyalty** € 297.00/m²
<b>Special offer for cosmetic brands (new exhibitors): Full booth package (from 12 m²)</b>	€ 199.00/m² plus environmental contribution of € 6.00/m² AUMA fee of € 0.60/m² Beauty media package € 299.00
<b>Fixtures and equipment incl. in full booth package</b>	Stand construction, lighting, table, chairs, clothing rails and / or pedestal, shelf, wastepaper basket, sign with label name, power supply and stand cleaning
<b>Included in media contribution:</b>	- Entry on the website with a link to the company website - Entry in the Brand Book and hall plan - Stand sign with label name - Digital press kit

\* Please note that in 2021 the smallest stand size is 12 square meters due to the Covid-19 distance control.

\*\* The Loyalty price applies to exhibitors who took part in the previous event.

Prices do not include the legally applicable rate of VAT.

# PREPEEK The rates.

<b>Services *</b>	<b>Package 1</b>	<b>Package 2</b>	<b>Package 3</b>
Number of items of clothing	5	10	up to 15
Included in Prepeek post		x	x
Usage rights to photos	Can share photos	Can share photos	Can share photos
Mention in official Prepeek video (Usage rights: share on Instagram)		x	x
Documentation		x	x
Exclusive Instagram Story			x
Price	€999.00	€1,499.00	€2,199.00
Price for exhibitors	€199.00	€599.00	€1,499.00

All aforementioned prices and contributions do not include the legally applicable rate of VAT.

\* The garments/accessories of the brands are freely and individually styled and combined by the participating content creators. We are therefore unable to guarantee that the garments/accessories submitted will be used.



# NEONYT PREPEEK Cooperations.

## PACKAGE 1:

### Speaker Talk

**Partner:**

Participate in a panel talk in the Prepeek area: content-related participation from a business perspective in a panel discussion on an overarching theme.

**Neonyt:**

Will provide the platform incl. moderation and discussion partners, mention in programme: online and at event, mention in a joint post on social media.

**for free**

# NEONYT PREPEEK Cooperations.

## PACKAGE 2:

### Content Partner Talk – presented by

**Partner:**

Present a panel talk in the Prepeek area incl. moderation by Neonyt: content-related participation from a business perspective in a panel discussion on an overarching theme.

**Neonyt:**

Will provide the platform incl. moderation and discussion partners (where applicable, it is possible to choose your own discussion partners following consultation with Neonyt), mention as presenting partner for the corresponding talk in the programme and invitation, inclusion in social media, mention in Prepeek video.

Cost of the package (excl. VAT)

**€ 3,500**

# NEONYT PREPEEK Cooperations.

## PACKAGE 3:

### Partner Sponsoring – Prepeek sponsored by

#### Partner:

Become presenting partner of the entire Prepeek event, presentation of a panel talk in the Prepeek area incl. moderation by Neonyt: content-related participation from a business perspective in a discussion panel on an overarching theme; sponsoring of influencer area Prepeek

#### Neonyt:

Will provide the platform incl. moderation and discussion partners (where applicable, it is possible to choose your own discussion partners following consultation with Neonyt), mention as presenting partner in the programme and in one editorial article in the Neonyt visitor newsletter (German/English) + Prepeek invitation before the event, logo featured on the website and at the event itself, feature on social media, logo on display sign or moderation cards for the talks; mention and logo in all videos produced at the event.

Cost of the package (excl. VAT)

# € 10,000

# NEONYT PREPEEK Cooperations.

## PACKAGE 4:

### Host Special Event

#### Partner:

Present your company at a meet-up or get-together incl. access to Prepeek; examples of an event organised by the company on its own with support from Neonyt: a tasting session, product presentation, giveaway, cocktails etc.

#### Neonyt:

Will provide the platform/space, mention in programme: online and in the invitation, mention on social media.

Cost of the package (excl. VAT)

# € 2,500



# NEONYT partner. Supported by...

**Become the exclusive partner of the Neonyt Hub and present your company within the context of technological and more sustainable innovations in the textile and fashion industry.**

**Our offer includes:**

- Communication of the partnership in a separate press release and an article in a newsletter (German/ English) before the event
- As the exclusive partner of the Neonyt Hub, your company logo will be shown on the Neonyt website and as a partner of the Fashionsustain conference on the Fashionsustain website (Neonyt subpage), as well as on the logo wall in the conference area, in the Hubguide, in all newsletters (excluding invitation mailings and newsletter about the fashion show)
- A full-page print advertisement in our Hubguide and an ad in the outdoor area
- Inclusion in our social media activities during the event (mention in one story and one post on the Neonyt and Fashionsustain accounts)

**Cost of the package (excl. VAT)**

# €35,500

# NEONYT partner. Fashion Show.

**Become a partner of the Neonyt Fashion Show and present your company within the context of curated, more sustainable high fashion on the runway.**

**Our offer includes:**

- Communication of the partnership in a press release (German/ English) before the event
- As a partner of the Neonyt Fashion Show, your company logo will be shown on the Neonyt website, in the Hubguide, on the backdrop before and after the show, in the invitation mailings and newsletters about the Fashion Show and also in the credits of the Fashion Show video
- Inclusion in our social media activities during the event (mention in one story and one post on the Neonyt account)

**Cost of the package (excl. VAT)**

# € 25,000

# NEONYT

## Content partner.

Become a partner of the Neonyt Hub and present your company within the context of technological and more sustainable innovations in the textile and fashion industry.

### Our offer includes:

- Communication of your company as a presenting partner of a themed area of the Fashionsustain conference with three agenda items (discussion panel, pitch or keynote) in the corresponding announcement slides and in the programme
- Communication of the partnership in approx. 400 characters in an editorial article in a newsletter (German/ English) before the event
- As a partner of the Neonyt Hub, your company logo will be shown on the Neonyt website and as a partner of the Fashionsustain conference on the Fashionsustain website (Neonyt subpage), on the logo wall in the conference area as well as in the Hubguide
- A full-page print advertisement in our Hubguide
- Inclusion in our social media activities during the event (mention in one story and one post on the Neonyt and Fashionsustain accounts)

Cost of the package (excl. VAT)

# € 25,000

# FASHIONSUSTAIN

## Content partner.

Become a partner of the Fashionsustain conference and present your company within the context of technological and more sustainable innovations in the textile and fashion industry.

### Our offer includes:

- Communication of your company as a presenting partner of a discussion panel or a keynote
- Communication of the partnership in approx. 400 characters in an editorial article in a newsletter (German/ English) before the event
- As a partner of the Fashionsustain conference, your company logo will be shown on the Fashionsustain website, on the logo wall in the conference area, in the programme in the Hubguide and on the announcement slide of the agenda item
- Inclusion in our social media activities during the event (mention in one story and one post on the Fashionsustain account)

Cost of the package (excl. VAT)

# € 10,000



# SHOWCASE Corporates.

We offer you the ideal setting in which to tell your stories about fashion, textiles, technologies and sustainability innovations.

## Our offer includes

- Presentation with access to the Fashionsustain conference
- Communication of your sustainability story in approx. 400 characters in an editorial article in a newsletter (German/ English) before the event
- Inclusion in our social media activities during the event (mention in one story and one post on the Fashionsustain account)
- Mention of your company name on the Neonyt website, in the Hubguide, in a press release and a newsletter (German/ English) before the event
- Communication of the company logo in the Showcase floor plan at the event

Optionally, we offer you a free additional booking of basic equipment to your raw space (1 table, 3 chairs, 1 brochure stand, 1 lockable box, 1 platform, electricity and light)

Cost of the communication package (excl. VAT)

# € 9,500

# SHOWCASE Start-up/NGO.

We offer you the ideal setting in which to tell your stories about fashion, textiles, technologies and sustainability innovations.

## Our offer includes

- Presentation with access to the Fashionsustain conference
- Inclusion in our social media activities during the event (mention in one story and one post on the Fashionsustain account)
- Mention of your company name on the Neonyt website, in the Hubguide, in a press release and a newsletter (German/ English) before the event
- Communication of the company logo in the Showcase floor plan at the event

Optionally, we offer you a free additional booking of basic equipment to your raw space (1 table, 2 chairs, 1 brochure stand, 1 lockable box, 1 platform, electricity and light)

Cost of the communication package (excl. VAT)

# € 3,500

# Contact us.

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