

Press Release

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Digital summer season: Neonyt brings sustainability to streaming line-up of new Frankfurt Fashion Week Studio

Laura Schönhardt
Tel. +49 69 75 75-57 11
laura.schoenhardt@messefrankfurt.com
www.messefrankfurt.com
www.neonyt.com

While trade fairs, events and catwalk shows are all on hold, digital formats are continuing to keep us up to date. The ongoing health risks and the latest decisions made by the German government regarding COVID-19 unfortunately make it impossible to hold the physical debut of Frankfurt Fashion Week from 5 to 9 July 2021. And so it's now official: there will be no face-to-face event for the Neonyt community this summer. In the meantime, the new FFW Studio will become the digital meeting place for all fashion professionals.

Another season without meetings in person, handshake deals and relaxed socialising after a successful day at the fair: the sustainable fashion scene will have to go without a physical edition of Neonyt in summer 2021 too. Due to the ongoing pandemic situation and the German government enforcing their "emergency brake", the new Frankfurt Fashion Week will only be taking place digitally this summer – and for this purpose, the initiators, Messe Frankfurt and the Premium Group, are launching FFW Studio.

"A spectacular event like Frankfurt Fashion Week deserves an equally spectacular kick-off," says Olaf Schmidt, Vice President of Textiles & Textile Technologies at Messe Frankfurt. "Sadly, this won't be possible for summer 2021 – but the team behind Frankfurt Fashion Week refuses to be beaten. We are working full steam ahead on digital components to convey the Fashion Week vibe to the community wherever they happen to be. Live and on demand: despite contact restrictions, the new FFW Studio enables the international fashion scene to come together in one place and gives us the chance to stream our community's textile expertise to the whole world."

"Just imagine it's Fashion Week and no one turns up – I heard these words at the end of 2020, the second time we had to cancel a physical edition of Neonyt," says Thimo Schwenzfeier, Show Director of Neonyt. "At the time, they were probably meant as words of encouragement in light of yet another cancellation, but they take on an even greater meaning today. After a good one and a half years of no events and a forced break, we – the team and especially our cross-sector community – were all more than ready to kick things off in Frankfurt am Main. And the high numbers of registrations from our brands for summer 2021 proved that. But obviously everyone's health comes first, which is why we are looking forward to the digital edition of Frankfurt Fashion Week,

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

FFW Studio, and to creating a line-up of sustainability content that showcases the expertise of our brands and speakers.”

FFW Studio will be going live on the Frankfurt Fashion Week website (www.frankfurt.fashion) in July and will be the central port of call for all textile and fashion professionals, creatives, labels and Fashion Week newcomers. Via livestream from 5 to 9 July 2021, the international audience will discover the latest from the fashion world via various channels. And there will be no shortage of professionally curated input and business insights from the textile and fashion industry. Right at the top of the agenda: Frankfurt Fashion Week’s overarching themes, sustainability and digitalisation. After the five-day livestream, all talks, masterclasses, keynotes and presentations will be available to watch on demand.

This digital interim season is turning the vision of the new interdisciplinary Frankfurt Fashion Week into a reality and promising all stakeholders insights into future-relevant topics affecting the international textile and fashion industry. The line-up is being developed with partners from the politics, retail, industry and media sectors – Future Talks and Deep Dives into the fashion world will be accompanied by two leading conferences, the Frankfurt Fashion SDG Summit and “The New European Bauhaus – Workshop of the Future” conference, which are both taking place during Frankfurt Fashion Week for the first time. And across three full days, from 6 to 8 July 2021, international Neonyt conference Fashionsustain will be providing inspiration and know-how from the sustainable fashion scene. All agenda items will be announced soon via newsletter, social media and the Frankfurt Fashion Week press mailing list.

Press releases & images:

www.neonyt.com/press

Social media:

Instagram: [instagram.com/neonyt.fashion](https://www.instagram.com/neonyt.fashion)

Facebook: [facebook.com/Neonyt.fashion](https://www.facebook.com/Neonyt.fashion)

LinkedIn: [linkedin.com/showcase/neonyt/](https://www.linkedin.com/showcase/neonyt/)

YouTube: [youtube.com/c/NeonytFashion](https://www.youtube.com/c/NeonytFashion)

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, convention and event organiser with its own exhibition grounds. Approximately 2,500* employees work for the Messe Frankfurt group in 30 subsidiaries. In 2020, the company generated an annual turnover of around 250* million euros, after closing the year 2019 with an annual turnover of 738 million euros. Even in these difficult times of the COVID-19 pandemic, we still have close ties with our industry sectors all around the globe 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. We are expanding our digital expertise to include new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, as well as personnel and catering services. Headquartered in Frankfurt am Main, the company is owned

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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 2020