

Press Release

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## Quo vadis, fair fashion? Sustainable development in the international fashion and textiles sector on the radar at Neonyt

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**As the name suggests, Neonyt conference Fashionsustain is all about taking sustainable action: from 6 to 8 July 2021, it will span three days of the digital FFW Studio line-up with strictly sustainable innovation input from the international textile and fashion industry. Cooperation is not just a buzzword here, but the key to success, with Neonyt partners Common Objective, Häuser der Mode, Hessnatur and Oeko-Tex as welcome collaborators.**

We only have another ten years to achieve the 17 sustainable development goals (SDGs) set out by the United Nations. And the international fashion and textiles sector has also pledged to become climate-neutral by 2050. Steps like reducing CO2 emissions during production processes, opting for climate-friendly materials and circular business models are pivotal to a future-proof fashion business.

“Where do we stand today and what do we still need to achieve? These are the two most pressing questions currently facing the fashion industry,” says Thimo Schwenzfeier, Show Director of Neonyt.

“Sustainable design, digitisation, diversity, transparency in production and retail, values-based management and innovation are setting out a clear path for us to follow. A path that the stakeholders in the international fashion industry can only take together. And the best time to start is now – Fashionsustain will provide helpful industry insights.”

International Neonyt conference Fashionsustain is taking place during the digital Frankfurt Fashion Week preview, FFW Studio, this summer – exclusively online as a live-streamed event. From 6 to 8 July 2021, fashion professionals from the sustainable and conventional fashion industry will be discussing topics including sustainability, digitisation, innovation, circularity and retail. The conference will be streamed live via the Frankfurt Fashion Week channels and in the FFW Studio. Further details about registering and the line-up will be announced on the [event website](#) shortly.

### **SDG 17: Global partnerships for sustainable development**

Global and local partnerships that stick together and support each other are helping to promote sustainable development. SDG 17 is supported by collaboration, respect for people and nature, and shared values. The spectrum ranges from companies that are only just starting out on their green revolution journey to brands and associations that have already

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undergone the transformation or have been asserting sustainable and fair business practices from the outset. Neonyt regularly enters into cooperations to achieve the biggest possible positive impact in the textile and fashion industry. A new partner for summer 2021 is Häuser der Mode, a B2B platform with fixed fashion showrooms in the Rhine-Main region and the goal of helping to make the fashion sector more sustainable.

“Our mission is the perfect symbiosis between fashion and future-proof business, because the entire industry can become more sustainable,” says Eva Jansen in de Wal, Center Manager of Häuser der Mode. “The demand for fairly produced clothing, and also the offer available, is bigger than ever before – after starting off the season at Neonyt, we will bring together suppliers and labels with retailers and buyers in our showroom areas. With an exclusive area for previously “Neonyt-approved” brands, we want to provide the industry with long-term support in its development and realignment of sustainability.”

The cooperation with Common Objective, the "LinkedIn" for sustainable business, also offers lasting added value for the Neonyt community: the perfect matchmaking platform with a network of more than 40,000 industry experts, including decision-makers from the world's leading retailers as well as numerous pioneers, companies, brands and a strong base of international suppliers – from fabrics to finished textiles. More about Common Objective's mission and the cooperation with Neonyt can be found in the livestream of Fashionsustain on 8 July.

Neonyt's long-standing cooperation partners who will also be in attendance this year include fair fashion pioneer Hessnatur and the Swiss Oeko-Tex Association, a partner for certification systems in the fashion and textiles sector. These are both companies already following the UN's sustainability agenda in their core values and consistently and transparently implementing them along the textile supply chain: for example, with the resource-efficient production of fashion, the implementation of social standards or the development of inspection methods and threshold values for the textile and fashion industry.

“Fashion shouldn't be produced at the expense of our future. Only if we come together will we be able to make sure that our decade becomes the 'Green Twenties', because we only have ten years left to bring about the relevant changes,” says Andrea Sibylle Ebinger, CEO of Hessnatur. “As part of our long-standing partnership, we are delighted to be pursuing this goal together with Neonyt and also to be making a sustainable contribution to the important transformation of fashion with this digital platform.”

“In terms of sustainability, our industry has a lot of challenges ahead of it,” says Georg Dieners, Secretary General of the Oeko-Tex Association. “We're extremely happy to be partnering with Neonyt once more. A platform like this encourages the necessary dialogue, scrutiny of processes and creation of synergies – and motivates people to start future-proofing the industry now. We are pleased to be a part of it!”

Neonyt  
The Global Hub for Fashion,  
Sustainability and Innovation  
FFW Studio, 5-9 July 2021

**Press releases & images:**

[www.neonyt.com/press](http://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 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](http://www.messefrankfurt.com)

\* Provisional key figures for 2020