

Press Release

5 July 2018

Kraftwerk Berlin a magnet for fashion lovers

Lilliffer Seiler
Tel. +49 69 75 75-6738
Lilliffer.Seiler@messefrankfurt.com
www.messefrankfurt.com
www.neonyt.com

Multi-faceted, international and full of ideas: for three days, Greenshowroom, Ethical Fashion Show Berlin and FashionSustain brought together fashion labels, buyers, designers, influencers and innovators at trade fairs, showcases, conferences and workshops.

“A large number of visitors, profitable discussions with old and new customers and a great response to our projects, such as ‘Upcycling the Oceans’ – the results for us were really good”, said Ana Müller-Thyssen, International Sales Manager of Ecoalf at the close of the Ethical Fashion Show Berlin, the Greenshowroom and the FashionSustain conference at the ‘Kraftwerk Berlin’ event centre (3 to 5 July). “Our lecture at FashionSustain had a particularly big impact and drew the attention of numerous listeners to us and our exhibition stand.”

“Creative, innovative, inspiring – our discussions with exhibitors, conference participants, speakers and visitors confirmed that we are on the right track with the development of our events at the ‘Kraftwerk’ event centre. From the fashion fair, via the conferences, to the showcases and side events of our partners, we have brought the formats at the event centre even closer together – a perfect start into the future under the new name Neonyt”, said Olaf Schmidt, Vice President Textiles and Textiles Technologies of Messe Frankfurt. Thimo Schwenzfeier, Neonyt Show Director, added: “We are also very pleased that we were able to continue the successful collaboration with the Premium Group for our two conferences, FashionSustain and Fashiontech – an important module for transforming the ‘Kraftwerk’ event centre into a venue where the future of fashion is tangible during the Fashion Week Berlin.”

Crowds of visitors and great internationality at the two fashion fairs

The second edition of the green fashion fairs at the ‘Kraftwerk’ event centre was characterised by crowds of visitors on all three days. Altogether, some 140 national and international labels from 24 countries presented sustainable collections for the spring and summer of 2019. 37 percent of exhibitors came from Germany and 54 percent from other European countries, especially France, the Netherlands, Portugal, Switzerland and Spain. Represented for the first time among the exhibitors from outside Europe were companies from Ethiopia, Cambodia, Sri Lanka and Canada.

The exhibitors showed progressive street, casual and urban wear including denim by Kuyichi, jewellery made of scrap from the metal-

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

processing industry or recycled gold and silver by Fremdformat and vegan sneakers by NAE Vegan Shoes. Other highlights were designs inspired by artists, such as the collection from Tauko to mark the 100th anniversary of the Bauhaus art school and the Luxaa collection influenced by Leipzig-based artist Michael Holzwarth and his photographic technique. The labels also presented some innovations in terms of the materials used: fine spunbonded fabric at Luxaa, recycled hotel and restaurant textiles at Tauko, coffee and meadow hayfields at Nat-2 sneaker label and apple leather at Nuuwai.

Positive echo for fashion curating

The labels taking part were curated even more strictly in fashion terms, which was welcomed by both exhibitors and visitors. “The Ethical Fashion Show Berlin is a great fair to obtain an overview of new labels in the green sector”, said a Zalando buyer. “The wide and varied fashion spectrum to be seen at the ‘Kraftwerk’ event centre was a great source of inspiration for us. We were also impressed by the value for money offered by the collections, which makes sustainable fashions extremely attractive for us on the purchasing side, and for our customers”, said Tina Siegel of Modehaus Petzold in Münster. Maria Kohnen, Head of Design, and Anna Agtas, PR and Marketing Manager of Lana, confirmed this saying, “For us, the Ethical Fashion Show Berlin is a great networking event at the start of the season! The change taking place in the sustainable-fashion segment is clear to see here.”

With 44 percent of exhibitors taking part for the first time, numerous newcomer labels were once again able to discover the events at the ‘Kraftwerk’ event centre as the right marketing platform for the Berlin Fashion Week. They included: Arcas Bear (USA), Beard and Fringe (France), Good Krama (Cambodia), Klymp (Switzerland), Luxaa (Germany), Margaret & Hermione (Austria), Mymarini (Germany), Tauko (Finland), Re.Sustain (United Kingdom) and Shipsheip (Germany). “My expectations have been exceeded! This was our first time at the fair and we have been delighted by the positive feedback from renowned buyers and journalists”, said Cintia Arcas-Borgogna of Arcas Bear. The new Beauty Area was also highly successful: “For us, it was a super experience to be able to make a presentation at a fashion fair. It enabled us to position ourselves in a new setting and reach new sales channels. We are delighted with the great interest shown in our products”, said Janika Zahn, Communication and Social Media, Benecos, who presented themselves as cosmetic labels, in addition to Ella Brante, Ringana by Tina Feller and Biosfair.

Fashion-show première at the ‘Ewerk’ event centre a hit

The fairs branched out in new directions with a catwalk show. Under the motto ‘Greenshowroom Selected’, the joint fashion show of the Greenshowroom and the Ethical Fashion Show Berlin were part of the MBFW format launched by the Mercedes-Benz Fashion Week. Conceived and curated by Claudia Hofmann, stylist and co-founder of the Fashion Council Germany, the editorial show presented selections from the collections of national and international fashion labels, such as Alexandra Svendsen, Lanius, Maydinchyna and Somyso.

Greenshowroom & Ethical Fashion Show
Berlin

Berlin, 3 to 5 July 2018

Numerous guests from the worlds of fashion, media, politics and business attended the show at the 'Ewerk' event centre. Additionally, numerous visitors to the Kraftwerk event centre watched a live transmission of the show on a big screen. Subsequently, many guests went to the after-show cocktail reception at the 'Kraftwerk' event centre where the 'Nightshift' offered the chance to look around with extended hours of opening. At the last winter edition of the fairs, many buyers took advantage of this opportunity to exchange ideas and information with the exhibitors until well into the evening hours.

A must for the online community

PrePeek powered by Fashion Changers, the blogger and influencer event held within the framework of the Greenshowroom and the Ethical Fashion Show Berlin, has developed into a must for the online-oriented fashion community. About 300 bloggers and influencers tried on, styled or used for photo or video shootings several exclusive collection pieces for the coming spring / summer season supplied by around 25 labels. They also had the opportunity to swap ideas in discussion events. Additionally, Madeleine Alizadeh alias Daria Daria, one of the best-known influencers of the fair-fashion scene, accompanied the events at the 'Kraftwerk' event centre with an Instagram Takeover. "For me, it was wonderful to see how big and impressive the fair has become."

Successful second edition of the FashionSustain conference

Responsible innovations and practice-oriented solutions for the future of fashion and textiles – just how topical these topics are, was clearly illustrated by the great success of the FASHIONSUSTAIN conference, which was held for the second time in the 'Kraftwerk Berlin' event centre on 3 July 2018. For the first time, the speakers included some of the labels exhibiting at the fair, such as Ecoalf and Nat-2. Under the motto 'Jump into the future!', the conference put the spotlight on the subjects of shoes, sneakers, leather and leather production. Bandana Tewari, editor-at-large for Vogue India and contributor to The Business of Fashion, opened the proceedings with an emotional keynote lecture. Subsequently, creative formats, such as supply-chain studies and pitch'n'panels, put the focus on new solutions along the value chain of the shoe and leather sector. The second edition of the Thinkathon tackled industry challenges posed by Hugo Boss, KPMG and Microsoft, as well as Techtextil and Texprocess.

Greenshowroom and Ethical Fashion Show Berlin to be Neonyt

This was the last time that the Greenshowroom and the Ethical Fashion Show Berlin were held under the old names. From now on, the two green fashion fairs will be held under a new name: Neonyt. Together with the FashionSustain conference, the #Fashiontech conference organised by the Premium Group and other events and showcases, Neonyt will form the global hub for future-oriented fashion and sustainable innovations from the next winter edition of the Fashion Week Berlin from 15 to 17 January 2019.

Greenshowroom & Ethical Fashion Show
Berlin

Berlin, 3 to 5 July 2018

[Please also note the separate FashionSustain and Thinkathon press releases/final reports]

Press releases & images:

www.neonyt.com

On the internet:

Facebook: facebook.com/Neonytberlin

Instagram: instagram.com/neonyt.berlin

Youtube: m-es.se/z8WG

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Greenshowroom & Ethical Fashion Show
Berlin

Berlin, 3 to 5 July 2018