

Press release

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## Fair Fashion goes Future

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**Greenshowroom, Berlin Ethical Fashion Show and FashionSustain making the Kraftwerk event centre a platform for sustainable lifestyle during Berlin Fashion Week.**

Summer makes everything new: with 140 selected international fair fashion labels, from high style to street style, a new Beauty Area, and a full event programme featuring everything from exclusive sector highlights and high-quality speakers to networking parties, the events at the Kraftwerk from 3 to 5 July 2018 will be providing inspiration, expertise and a get-together of the fashion community. And the focus will always be on the close connection between fashion, sustainability and innovation.

“With our second event at the Kraftwerk we are really going the extra mile. We have some fantastic labels on the programme, which we have subjected to an even more intense selection regarding their collections, and among which there are some exciting new discoveries. Our event programme is more extensive and exclusive than ever. In short: our events at the Kraftwerk are taking the next step towards the future”, says Olaf Schmidt, Vice President Textiles and Textile Technologies at Messe Frankfurt.



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Fashion, beauty, accessories – comprehensive offer at the Kraftwerk / photo: Cossac

### **Capsule collections with depth**

Outdoor label Bleed will be celebrating its tenth birthday in the Kraftwerk. On Wednesday 4 July, the people from Upper Franconia, together with singer-songwriter Adrian Winkler, will be inviting their friends to a birthday party on the exhibition stand. Denim label Kuyichi will be showing, among other items, a statement shirt in collaboration with the Dutch designer Antoine Peters and the NGO Justdiggit, which from its earnings makes dry areas in Africa fruitful. Lanius will be launching its capsule collection, featuring natural dyes. Visitors will be able to dye cloths themselves. Luxaa will be showing a capsule collection in collaboration with the Leipzig artist Michel Holzwart, in which components in the collection are printed with the aid of sunlight. Nuuwai will be presenting bags made of apple leather, which in addition have an inner lining made of recycled PET bottles. This in turn comes from residues provided by the Spanish up-cycling label Ecoalf. Skunkfunk will be talking about its carbon-footprint calculator, by means of which the label measures the CO<sub>2</sub> savings made by each of the items in its collection compared with conventional products.

### **Various newcomers at the Kraftwerk**

Along with established fair fashion labels, once again the Greenshowroom and Berlin Ethical Fashion Show have some promising newcomers in their programme. Beard and Fringe from France represent straight-line urban wear with cool details. Mymarini from Hamburg offer high-end swimwear, uniting style, sustainability and functionality, as does the Austrian label Margaret and Hermione, whose swimwear and sportswear is made of disused fishing nets. Good Krama is a sustainable label from Cambodia which is exhibiting for the first time at the Kraftwerk and combines traditional handicraft with innovative casual wear. The British label Re.Sustain produces high-quality, stylish contemporary wear at democratic prices. Shipsheip from Cologne concentrates on minimalist design, ambitious details and long life. The Leipzig label Klymp represents timeless and individual accessories, such as braces, bow-ties and breast-pocket handkerchiefs.

### **Trends for the coming spring and summer**

The collections from the labels at the Kraftwerk for spring and summer 2019 will make you think happily of summer, the far distance and freedom. Natural materials and harmonious colour ranges are reminiscent of Mediterranean landscapes under a cloudless sky. Associations from folklore awaken associations with exotic lifestyles. Influences come from close collaboration with handicraft workers worldwide, schemes to retain traditional handicraft techniques and nature itself.

### **Event programme to inform, inspire and entertain**

Visitors to the Kraftwerk will find an event programme which is more extensive than ever before and promises, along with sector expertise, plenty of inspiration and experience. Highlights will include the "Greenroom Selected" fashion show as part of the MBFW, the evening event Nightshift on 3 July, with the "ginger party" given by Lanius and Weleda and an after-show cocktail to the fashion show, the dual conferences FashionSustain and Fashiontech, the blogger and

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influencer event Prepeek powered by Fashion Changers, plus talks, workshops and discussions on such subjects as sustainable footwear, fair wages and transparent supply chains. In addition, under the title “FashionImpact”, there will be a focus for the first time on high fashion from Africa and Asia. And on 3 July from 4 p.m. football fans will be able to follow the last-sixteen final of the World Cup at the Meeting Point by Sportswear International und Textilwirtschaft.

### **Fashion show part of MBFW for the first time**

Entitled “Greenroom Selected”, on Tuesday 3 July from 7 p.m. the curated fashion show will unite the most outstanding styles from the exhibitors at the Greenshowroom and Berlin Ethical Fashion Show. The fashion show will be taking place for the first time as part of the Mercedes-Benz Fashion Week format MBFW in the Berlin Ewerk launched in January. The “Greenshowroom Selected” show will also be transmitted live to the Kraftwerk.

### **Greenshowroom and Ethical Fashion Show Berlin to become Neonyt**

The summer edition of the Greenshowroom and Berlin Ethical Fashion Show will be taking place under the familiar name for the last time. From the close of the fair and for the coming winter 2019 edition Neonyt will then form Europe’s leading hub for the fashion industry’s future themes. Reciprocally with the FashionSustain conference, #Fashiontech organised by the Premium Group, and further events and showcases, a global hub will develop for future-oriented fashion and sustainable innovations.

### **Press releases & images:**

[www.greenshowroom.com](http://www.greenshowroom.com) / [www.ethicalfashionshowberlin.com](http://www.ethicalfashionshowberlin.com)

### **On the internet:**

[www.facebook.com/greenshowroom](http://www.facebook.com/greenshowroom)

[www.facebook.com/ethicalfashionshowberlin](http://www.facebook.com/ethicalfashionshowberlin)

[www.youtube.com/greenshowroom](http://www.youtube.com/greenshowroom)

[www.youtube.com/EFSBerlin](http://www.youtube.com/EFSBerlin)

[www.instagram.com/greenshowroom](http://www.instagram.com/greenshowroom)

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### **Background information on Messe Frankfurt**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 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](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

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