

Press Release

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## Sustainable but make it fashion – Neonyt is showing how it's done

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**Best of sustainable fashion: In a special off-site Neonyt event on 18 January 2022, the season's coolest sustainable looks will be shown to a selected audience – in the form of an installation at the Danzig am Platz event location in Frankfurt's Ostend district.**

Carefully curated, inspiringly showcased: On 18 January 2022 at 5:30 pm in its new hometown of Frankfurt, Neonyt is inviting guests to the first fashion presentation after a two-year COVID-induced hiatus. The event is being organised in cooperation with the Fashion Council Germany, with additional support from natural cosmetics brand Dr. Hauschka. Neonyt is organising an installation for the first time – in a special arrangement, 12 models will creatively showcase curated, sustainable multi-brand looks. Sound instead of silence: In addition to the visual presentation, audio and sound recordings will also be played within the space to provide the audience with facts about sustainable fashion. The Neonyt installation will revolve around key subjects that are currently more topical than ever: air, water, circularity and social topics that cover industry-relevant aspects like CO<sub>2</sub> emissions, upcycling, cradle-to-cradle and the textile value chain. It will present the most on-trend national and international sustainable fashion brands and combine small independent and newcomer labels with established brands and designer pieces to create a contemporary fashion installation – this list shows an excerpt from the partaking brands curated by Claudia Hofmann: AA Gold, Agnes Nordenholz, Andy Wolf, Angelo Vintage, Antonia Zander, Bav Tailor, Brachmann, Camper, Ecoalf, Falke, Folkdays, G-Star, Helen Kirkum, Jack Wolfskin x GmbH, Katharina Dubbick, Lanius, Laura Gerte, Marina Moreno, Mies Nobis, Mykita, Natascha von Hirschhausen, Neubau, People, Pognat, Timberland, Trakatan, Trippen, Vaude. Neonyt is proving that sustainable fashion has never been more stylish.

Sustainable fashion at its best: The Neonyt installation is taking place under the same roof as the Fashion Council Germany's (FCG) Frankfurt Stage. At 5:30 pm, Atelier Lihotzky will open the doors to the Neonyt presentation at Danzig am Platz. And at 6:30 pm, Susumu Ai and Friends will be showcasing their collections in a fashion show supported by the FCG with a focus on sustainability, inclusion and innovation. Due to the current COVID-19 restrictions, participation in the Neonyt installation and the subsequent fashion show is only possible with prior invitation from the FCG. Anyone who isn't able to attend in person will have the opportunity to watch the installation in the [FWF STUDIO](#), Frankfurt Fashion Week's digital content platform.

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

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

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, convention and event organiser with its own exhibition grounds. The group employs approximately 2,300\* people at the headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021 the company had to deal with the challenges of the pandemic for the second year in a row. The annual turnover will be around 140\* million euros, after closing the pre-pandemic year of 2019 with an annual turnover of 736 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 2021