

Press Release

15 January 2019

## NEONYT: Premiere of the global hub for fashion, sustainability and innovation

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**Welcome to a new world! From 15-17 January 2019, Neonyt will be opening its doors for the first time and showcasing state-of-the-art sustainable collections and innovations during Berlin Fashion Week.**

What does the future hold for the fashion industry? Answers to this question can be found from today at the premiere of the global hub for fashion, sustainability and innovation at Kraftwerk Berlin. "The change of fashion is now – we are certain of that. And what this transformation looks like is being demonstrated at Neonyt. We are pooling the most urgent topics currently facing the fashion industry, offering space for discussion and presenting well thought-out solutions. Even more varied events and the fashion expertise of around 150 brands are making the kick-off of this pioneering, forward-looking format a real must-attend event!" says Olaf Schmidt, Vice President of Textiles and Textile Technologies at Messe Frankfurt.

Three days full of inspiration, fashion and networking. At the Neonyt Trade Fair, which is replacing the two successful formats Greenshowroom and Ethical Fashion Show Berlin, international and national sustainable fashion brands will be presenting their autumn/winter 19/20 collections. And in addition to the tradeshow itself, there will be an even more comprehensive line-up of accompanying events with the Fashionsustain and Fashionimpact conferences, the design-thinking format Thinkathon and the Neonyt Fashion Show during MBFW, as well as showcases, presentations, press conferences, networking events, the Neonyt Party and influencer and blogger event Prepeek. This makes Neonyt the world's biggest B2B event for sustainable fashion. Against this backdrop, the United Nations, as a partner of the Conscious Fashion Campaign, will be presenting their sustainability agenda known under the name Sustainable Development Goals (SDG) to a European fashion audience.

### **Peace. Water. Fashion.**

In 2019 Neonyt is dedicated to the topic of water. How can the fashion industry minimise its global impact on water consumption and contamination and actively contribute to preserving this vital resource? This urgent question is at the focus of the Fashionsustain conference, which will feature top international speakers discussing controversial topics like "We are water, oceans, rivers – and pollutants. Where do we go from now?" with Ángela Suárez García (Inditex), Alexander Nolte

Messe Frankfurt Exhibition GmbH  
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(STOP! Micro Waste/Langbrett), Clare Press (Vogue Australia), Heike Vesper (WWF), Kirsten Brodde (Greenpeace) and Melati Wijsen (Bye Bye Plastic Bags Bali). And at the same time, the Neonyt Trade Fair will also be drawing attention to the topic and highlighting responses to its associated problems – from urban outdoorwear made of ocean waste and algae (Ecoalf) to swimwear made of recycled fishing nets (Piwari) down to ecological functional clothing with water-repellent, non-toxic materials (LangerChen). Dutch label Rhumaa has chosen a different approach and is taking a critical look at plastic pollution in the sea with its “Obsolete Trash” collection – inspired by the photos of South African photographer Fernando Badiali.

### **Exciting new additions and stories with depth**

Renowned for its minimalist ladieswear, Hamburg-based label Jan 'n June is making its debut on the growing market for sustainable menswear with its first ever men's collection. Urban outdoor label Erdbär will be represented with a 100 percent recyclable tradeshow stand, which can be set up within fashion stores in exactly the same way as a pop-up store and shop-in-shop, offering a way of bringing fair fashion even closer to the previously conventionally-oriented end consumer. The collections by Munich and Berlin-based label Kuniri are created in cooperation with refugees, and those by Swiss label Jungle Folk are made in cooperation with artisans in countries like Colombia and Peru. Plus: fair fashion pioneer Lanius recently got the #No Plastics initiative off the ground, which countless fashion labels – including other Neonyt exhibitors such as Bleed – have already joined.

### **A large number of newcomers**

From established leading brands to young labels – a large number of newcomers are also part of the new concept at Kraftwerk Berlin: for her eponymous high-end label, Berlin designer Buki Akomolafe mixes West-African patterns, quilts and prints to form clean, androgynous classics. Also from Berlin is womenswear label Maqu, which creates classic pieces with a timeless aesthetic from different materials like alpaca wool or the finest Pima cotton. For generations, Swedish family-run company Kavat has been synonymous with high-quality shoes made from natural materials and a passion for handcraftsmanship. Womenswear by Portuguese label Cleonice stands out with its ultimate comfort and sophistication. Polish label Wearso Organic combines timeless, multifunctional design with sustainable materials. Also from Poland are the two labels Pat Guzik, which oscillates between streetwear and high fashion, and Szymanska, which offers handmade knitted jumpers and accessories. And a new addition in the beauty segment is Mamita Botanical Skincare: the Spanish brand produces natural cosmetics from plants that grow in the Collserola Natural Park in Barcelona.

### **Insights into sustainable fashion production**

Neonyt will also be giving insights into various aspects of sustainable fashion production on specific presentation areas on the upper floor. Located right next to Neonyt's international Fashionsustain conference format, the “Showcase of Change” will be bringing conference topics to life with products and services by international exhibitors. Part of the Showcase of Change is the “Innovation Roadshow” by the Texpertise

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Network of Messe Frankfurt under the title “The Future of Eco-Conscious Footwear Manufacturing”, which demonstrates the sustainable production process of a shoe. In addition to that, the “Green Circle from Portugal” is bridging the gap between the end product and sustainable production processes in Portugal, while representatives from the Netherlands will be shedding light on textile innovations and water-efficient solutions for the fashion and textile industry in the “Urban Living Lounge” and the “Embassy Lab”.

### Dates

Neonyt Trade Fair	15 – 17 January 2019
Neonyt Fashion Show	16 January 2019, 7:30 pm (Ewerk Berlin)
Fashionsustain by Messe Frankfurt	16 January 2019
#Fashiontech by Premium Group	15 January 2019
Thinkathon	14 – 15 January 2019
Prepeek	15 – 17 January 2019

### Location

Kraftwerk Berlin  
Köpenicker Strasse 70  
10179 Berlin

### Press releases & photos:

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

### Social media:

Facebook: [facebook.com/Neonytberlin](https://facebook.com/Neonytberlin)  
Instagram: [instagram.com/neonyt.berlin](https://instagram.com/neonyt.berlin)  
YouTube: [m-es.se/z8WG](https://m-es.se/z8WG)

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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 2,500\* employees at 30 locations, the company generates annual sales of around €715\* 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)

\*preliminary figures 2018

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