

Press Release

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Neonyt: Curated fashion and labels to watch

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The ‘Art of Assembling’ – Neonyt, the global hub for fashion, sustainability and innovation, is showing an individual remix of sustainable collections that are more fashionable and more progressive. This applies both to the Neonyt Fashion Show with its neo-new editorial fashion concept, as well as to the exhibitors of the Neonyt Trade Fair.

Fashion is an expression of personality, an individual reflection of our identity. It sends messages and makes statements. Fashion is communication. The Neonyt Fashion Show and Neonyt Trade Fair are confidently breaking new ground and showcasing sustainable fashion in a progressive way.

Neonyt Fashion Show: A neo-new concept for the runway

On 15 January 2019 at 7:30 pm, the Neonyt Fashion Show will be showcasing the very best pieces by various national and international fashion labels, compiled in curated multi-brand looks. Whether on Instagram or on the high street – brands are being individually combined and mixed together. That is inspiration. For influencers just as much as for buyers looking for an interesting mix of labels for their assortments. “The concept of the Neonyt Fashion Show with its editorial fashion looks is unique. We’re building the bridge between the fashion world and the consumers and their vibrant ‘Art of Assembling’ – the art of combining garments like the fragments of a mosaic to form one harmonious whole. The Neonyt Fashion Show is therefore breaking with the traditions of classic fashion shows and presenting the latest eco-chic styles as part of individual outfits,” says Neonyt Show Director at Messe Frankfurt Thimo Schwenzfeier.

Neonyt Creative Director Magdalena Schaffrin is responsible for the concept of the Neonyt Fashion Show. Again, she collaborates with renowned stylist and co-founder of the Fashion Council Germany, Claudia Hofmann, to curate the show looks. As an experienced stylist, Claudia Hoffmann has worked on countless editorial shoots for renowned fashion magazines. Her clients include Escada, Schumacher, Strenesse, Adidas, Triumph and many more. Broadcast live from E-Werk into Kraftwerk: the Neonyt Fashion Show will be shown during Mercedes-Benz Fashion Week at Berlin’s E-Werk event location and be streamed live into Kraftwerk Berlin and also shown on the Neonyt hub’s social media channels.

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

Neonyt Trade Fair: Labels to watch

Progressive, future-oriented and sustainable: The Neonyt tradeshow presents exciting labels that are dedicated to the future issues facing the fashion industry and reflect a sustainable lifestyle. The selection of brands is based more strongly on stylistic requirements than in the past, but the trade fair's sustainability criteria still apply. Divided into the segments Greenshowroom, Moderncasual, Urbanvibe and Craft, as well as men's, ladies' and kidswear, the range on show also includes outdoorwear, shoes, accessories, jewellery and beauty. With a good balance of leading brands and newcomers, the Neonyt Trade Show, as the world's biggest trade fair for sustainable fashion, appeals to an international audience. As well as established fair fashion labels like Bleed, Ecoalf, Kavat, Lanius, Langer Chen, Les Racines du Ciel and SKFK, young and promising fashion labels and newcomers have also announced their participation in the Neonyt Trade Fair:

Textile craft meets Dutch design – Label Graciela Huam combines the highest design standards with the rich textile traditions of Peru. Its elegant knitwear collections made of local materials like alpaca are produced by around sixty experienced craftswomen in Puno (Peru) using traditional methods.

Simple but bold – London-based brand Cossac offers stylish pieces for a capsule wardrobe. The label is synonymous with redefined fashion basics made in Europe and a minimalistic style. Soft, luxurious materials ensure maximum comfort.

Slow fashion, made in Spain – Relaxed favourites made of certified natural fabrics at fair prices. The two designers behind fashion label Suite 13 develop their casualwear collections in Mallorca, which they then have made in Barcelona by small workshops.

Sustainable streetwear – Urban fashion brand Dedicated is all about creative collaborations, fair trade and sustainable materials like organic cotton. Its on-trend street styles and striking print shirts for women, men and children are made by long-standing partner companies in India and China, which the streetwear label acknowledges on its website.

High Fashion Hosiery – Present the luxury of the past by applying the techniques of tomorrow. Swedish Stockings wants to change the entire hosiery industry. With tights, leggings and socks that are sexy and modern as well as long-lasting, organic or recycled and environmentally friendly.

Neonyt, the global hub for fashion, sustainability and innovation (from 15-17 January 2019), is made up of the Neonyt Trade Fair, the conferences Fashionsustain by Messe Frankfurt and #Fashiontech by Premium Group as well as the design-thinking format Thinkathon, the Neonyt Fashion Show, showcases, the influencer and blogger event Prepeek, networking events and last but not least, the Neonyt Party. The hub is taking over from the former trade fair duo Ethical Fashion Show Berlin and Greenshowroom.

NEONYT
The global hub for fashion, sustainability
and innovation
15 – 17 January 2019 in Berlin

Dates

Neonyt Trade Fair	15-17 January 2019
Neonyt Fashion Show	15 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

Social media:

Facebook: facebook.com/Neonytberlin
Instagram: instagram.com/neonyt.berlin
YouTube: 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 2,400 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:
www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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