

Press Release

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Neonyt is relocating to Tempelhof airport

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Starting with its autumn/winter 2020 edition, Neonyt is moving to Tempelhof Berlin. And one of the most exciting new labels of recent years, True Standard, is to exhibit at the event for the first time.

Hangar 4 of former Berlin airport Tempelhof has been announced as the new location of the upcoming edition of Neonyt from 14-16 January 2020. The global hub for fashion, sustainability and innovation is therefore making the move to one of the most spectacular and historically significant buildings and Europe's largest protected historic landmark. For the first time, new sustainable fashion label True Standard will be exhibiting at Neonyt.

"By relocating to Tempelhof airport, we're moving into one of the most well-known locations in the city. The venue's spacious grounds and Hangar 4 will provide us with a wealth of new opportunities to consistently develop and grow Neonyt even further. For the first time, we'll be bringing all Neonyt exhibitors together on one level and thereby creating a whole new perspective on the interplay of collections, production technologies and insights from our formats such as Fashionsustain and Prepeak," says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.



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Source: Tempelhof Projekt GmbH, www.thf-berlin.de

New Neonyt exhibitor: True Standard

Making its debut at Neonyt is Bernd Keller's newly established fashion label True Standard. Keller is a former creative director at international fashion brands including Puma, Marc O'Polo and Hugo Boss and, together with his team, works as an external consultant on the topic of sustainable fashion. For autumn/winter 2019, the collection by the label from Bamberg in the south of Germany is focusing on premium comfort with fashionable knitwear and jersey pieces for women and men and draws its inspiration from the fashions of the 1920s. True Standard has been available for retailers to order since the end of August and the collection will be in stores officially from February 2020.

"We are an aspiring young fashion label with high standards on our collection and our values. And Neonyt's progressive concept perfectly complements this. With Tempelhof as the new location, we will have the perfect platform on which to showcase ourselves as a label," says Bernd Keller. Thimo Schwenzeier, Show Director of Neonyt, adds: "We are very happy that True Standard have chosen Neonyt and our new location for the presentation of their first ever collection. And to perfectly round off the Neonyt portfolio, we are also expecting several other high-profile fashion labels to confirm their participation in the coming days."

Press information & photos:

www.neonyt.com/press

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, convention and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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

Neonyt

The global hub for fashion, sustainability and innovation

Berlin, 14-16 January 2020