

Press Release

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Next on your agenda – the Neonyt line-up

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An inspiring programme awaits at Tempelhof Airport – from 14-16 January, during Berlin Fashion Week 2020, Neonyt is showing what will be having an impact on the industry in the coming year. With almost 200 exhibiting fair fashion labels, more than 50 talks, panels and conversations on two stages and other event formats, the hub for fashion, sustainability and innovation is once again proving its unique global status. In attendance: a cross-section of consistently forward-looking fashion players – from Armedangels and H&M to ISKO and Katag AG to Mey, Nudie Jeans and the United Nations, as well as partners like republica, Textile Exchange and Hessnatur.

Change is in the air – “Air” is the overarching theme of tradeshow and communication platform Neonyt for the year 2020. To kick off Neonyt, which is taking place during Berlin Fashion Week and is organised by Messe Frankfurt, on Tuesday, 14 January 2020 at 1:00 pm on the Fashionsustain stage Dr Daniel Terberger, Chairman of Katag AG, will be reporting on the sustainability understanding of the biggest German fashion service provider. Shortly afterwards, at 1:45 pm, the panel “SDGs X Fashion – The UN’s Fashion Industry Charter for Climate Action” will be opening the discussion part of the conference. Including with: Lucie Brigham, Chief of Office for the United Nations Office for Partnerships, Zachary Angelini, Environmental Stewardship Manager at Timberland, Alexander Gege, Manager Sustainable Business Development at the Otto Group, and Harold Weghorst, Global Vice President Marketing at Lenzing AG.

From 5:00 pm, the “Defining Sustainability – Looking Back from a Future Now” panel will be focusing on the big question of what are the most important target values and drivers for sustainable development. The answers to this will be discussed by names including Anosha Wahidi, Head of Division at the German Federal Ministry for Economic Cooperation and Development (BMZ) and significantly involved in the concept development of the Grüner Knopf certification, Kate Heiny, Director of Corporate Responsibility at Zalando, Malin Viola Wennberg, Communications Manager at Swedish think-tank Mistra Future Fashion, and Rebecca Freitag, UN Youth Ambassador.

From 12:00 noon on Wednesday, 15 January 2020, the panel entitled “Denim Collaborations – How to Build a Real Value Chain?” in collaboration with Textile Exchange will be dedicated to the influential industry of denim and asking how value creation and appreciation can go

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hand in hand – including with: Ebru Ozkucuk Guler, Senior Sustainability & CSR Executive at ISKO, Lavinia Muth, Corporate Responsibility Manager at Armedangels, and Patrick Wendt, Sales & Marketing Manager at Jeanologia. At 2:15 pm the “Virtually Fashionable – and Sustainable?” panel will be kicking off the digital conference re:publica Berlin 2020 and providing food for thought and plenty of innovative inspiration. Participating in the panel are: Lena Blume, Client Engagement Manager Europe at Browzwear, Stacia Carr, Director of Engineering - Dedicated Owner Sizing at Zalando, Pierre-Nicolas Hurstel, CEO and co-founder of Arianee, and Dr Andreas Seidl, CEO of the Human Solutions Group.

Breathe in, breathe out – Retail-relevant topics in the Fashionsustain Forum on 14 January

For the second time, Neonyt will be bringing together pioneering retailers in the Fashionsustain Forum, which will have a special retail focus. In an intimate atmosphere, four moderated expert panels will be discussing pressing questions in a solution-oriented and open way and professional, workable approaches will be presented and scrutinised. Capsule vs. Holistic, Retail vs. E-tail, Sharing Economy and Good Corporate – these are the four topics that will shed more light on how change processes can be integrated into the retail business. They will be discussed on Tuesday, 14 January from 2:30 pm until 6:00 pm by names including Jakob Dworsky, co-founder of Asket, Sara Eriksson, Sustainable & Circular Business Development at the H&M Group, Prof. Dr Joachim Hasebrook, Chair of Human Capital Management at the Steinbeis University in Berlin, Nelly Hemmann, Head of Communications at Galeries Lafayette, Martin Höfeler, CEO of Armedangels, Sandya Lang, Sustainability Manager at Nudie Jeans, Florian Mey, Managing Director of Mey GmbH & Co. KG, Sven-Oliver Pink, co-founder of Fond Of, Sabinna Rachimova, founder and Director of Sabinna Studios Dr Daniel Terberger, CEO of the Katag AG, and Jan Wilmking

A breath of fresh air. One briefing and four masterclasses.

On Wednesday, 15 January 2020 the Forum will be transformed into a place of intensive exchange – in five parallel briefings, sessions and talks from 1:00 pm until 2:00 pm, participants will develop highly topical and relevant content. Certification bodies and NGOs will be giving insights into their latest developments, while best-practice examples from the retail and manufacturing industries will show specific examples of use. With the briefing “HIGG Index for Retail” the Sustainable Apparel Coalition (SAC) will be providing a first insight into the topic. In the masterclass “circularity.ID - The Open Standard for Data-Driven Circularity in Fashion”, Circular.fashion will be presenting their new circularity.ID standard to the public for the first time. Additional sessions will be led, for example, by representatives from Climate Partner and the Global Organic Textile Standard (GOTS).

Prepeek: Influencers, bloggers & air walkers

Successful format Prepeek is entering into its next round: on all three days of the tradeshow, different looks – compiled from the sustainable collections of the exhibitors – can be professionally styled and photographed in a special area. Talks on topics related to influencers,

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social media and trends, as well as interactive events will ensure a good balance of awareness and receptiveness. At the focus of the Prepeek talks are topics like sustainability from the consumer perspective and the aspect of mindfulness – Nudie Jeans is offering a repair service, vegan studio Herr Fuchs and Frau Bär will be doing tattoos and OGNX is inviting people to take part in its yoga sessions.

Tasting the future clean air.

Focus on function: The Neonyt Fashion Show interprets high fashion in the mix with high-performance innovative materials in an aesthetic, contemporary and disruptive way. On Tuesday, 14 January 2020 at 6:00 pm, the official runway of Berlin Fashion Week at Kraftwerk will provide the venue for the hotly discussed Editorial Show. Under the motto “Back to nature – High street fashion meets outdoor”, renowned stylist Claudia Hoffmann has put together a number of carefully considered multi-label looks. Maximum universal performance – minimum negative impact, that’s what the future holds.

“Changing fashion together. That is our vision. Through collaboration and innovation, sustainability and technology. Our mission is clearly defined – we are the leading event, the catalyst and the facilitator for the sustainability topics currently transforming the fashion and textile industry,” says Thimo Schwenzfeier, Show Director of Neonyt. “Our hub concept brings together business, inspiration, knowledge, fun and community in Hangar 4 of Berlin’s decommissioned Tempelhof Airport. The hub is made up of the Neonyt Trade Fair, multidisciplinary conference Fashionsustain, the editorial Neonyt Fashion Show, Showcases, influencer and blogger format Prepeek, networking events and the Neonyt Party. And the range of topics will be as just as broad and diverse in January,” adds Schwenzfeier.

On all days of the tradeshow, the Neonyt Showcases on the gallery of the main hall of Tempelhof Airport will be a port of call for professional visitors and journalists to delve even deeper into the subject matter. In front of the entrance to the Fashionsustain conference, there will be various info stands, lounges and presentation on different topics: for example, the United Nations will be presenting the Sustainable Development Goals (SDGs) in the context of the Conscious Fashion Campaign, ISKO denim will be showing what the future of sustainable jeans production looks like, Staiy will be presenting an AI online shop and the Mechanical Engineering Industry Association (VDMA) is inviting visitors for a chat about sustainability in the textile supply chain.

Be part of it!

Find the full line-up at: <http://www.neonyt.com>

Neonyt
The global hub for fashion, sustainability
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Berlin, 14-16 January 2020

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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. It employs a workforce of 2,600* at around 30 sites and generates annual sales of around EUR 733* 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

* Provisional key figures for 2019