

Press Release

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Neonyt: Focus on retail

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From 2-4 July 2019, Neonyt will once again be the global hub for fashion, sustainability and innovation. Leading brands and exciting newcomers will be coming together at Kraftwerk Berlin. An extensive line-up of events and talks will provide valuable information and networking opportunities – by and with international trailblazers of the fashion industry. A particular focus of the July edition is the topic of retail.

Following the successful premiere event under the new name Neonyt, Messe Frankfurt is inviting visitors to the second edition of its fashion event during Berlin Fashion Week this July. This summer marks the tenth anniversary of the founding of Neonyt's predecessor event: in July 2009, Magdalena Schaffrin and Jana Keller established the Greenshowroom as a platform for sustainable fashion during Berlin Fashion Week, which gradually evolved into today's Neonyt. "We are celebrating one decade of having our finger on the pulse of the latest sustainable fashions. Together with long-standing partners, progressive labels and forward-thinkers from the fashion industry, we have succeeded in establishing a unique, global hub. Season after season, it provides valuable inspiration for the industry and retailers in the context of sustainability and innovation," says Olaf Schmidt, Vice President of Textiles & Textile Technologies at Messe Frankfurt.

Line-up for conventional retailers

Taking centre stage at the July edition is the topic of retail and in addition to concept stores, boutiques and online retail, there will be a particular focus on conventional fashion retail. In cooperation with renowned partners, Neonyt offers a comprehensive line-up including presentations, discussions, networking events and a showcase. There will be a spotlight on topics that are directly relevant to the retail trade, such as the communication of sustainability aspects, margins, assortments, collections and POS solutions.

And Neonyt continues to have its sights set on another important topic of the future: water. How can the fashion industry minimise its impact on water consumption? Or in other words: how can production processes be changed in order to preserve vital resources? The global hub will be looking for answers to these questions and highlighting progressive approaches.

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

New opening times: one hour earlier

For the summer edition of Neonyt, Kraftwerk Berlin will be opening its doors one hour earlier than usual. The organisers are hoping this move will appeal in particular to the target group of visitors from the retail trade as it will provide them with more time in the mornings for ordering, discovering new labels and taking part in the line-up of side events. This means that Neonyt will be open on 2 and 3 July from 9:00 am until 6:00 pm and on 4 July from 9:00 am until 5:00 pm.

The Neonyt hub: trade show, conferences, workshops and more

Aesthetics, trends, lifestyle, communication – at Neonyt, the innate themes of fashion merge with sustainability, digital worlds and innovation. Messe Frankfurt is therefore creating a hub that responds to the changes in the industry and invites experts to do business and exchange ideas and opinions. The Neonyt hub is made up of the trade show, showcases, the Fashionsustain conference, the Thinkathon workshop, the Fashionimpact forum, the Knowledge Lounge, influencer and story format Prepeek, various networking events and the Neonyt party.

Dates

Neonyt Trade Show	2-4 July 2019
Fashionsustain by Messe Frankfurt	3 July 2019
#Fashiontech by Premium Group	2 July 2019
Thinkathon	1-2 July 2019
Prepeek	2-4 July 2019

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. It employs a workforce of 2,500* at around 30 sites and generates annual sales of around EUR 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: www.messefrankfurt.com

* Provisional key figures for 2018

NEONYT

The global hub for fashion, sustainability and innovation
Berlin, 2-4 July 2019