

# Press Release

October 2015

**Greenshowroom & Ethical Fashion Show Berlin**  
19 to 21 January 2016

Stefan Jakob  
Tel. +49 69 7575 5822  
stefan.jakob@messefrankfurt.com  
www.messefrankfurt.com  
www.greenshowroom.com /  
www.ethicalfashionshowberlin.com  
greenshowroom\_ethicalfashionshowberli  
n\_01\_kick\_off\_en

## **Green fashion trade fairs put circular economies on the agenda**

**Greenshowroom and Ethical Fashion Show Berlin**  
from 19 to 21 January 2016 at the Postbahnhof

### **Top labels: Knowledge Cotton Apparel, Lanius and People Tree**

Let's talk about...a circular economy! This winter season, the Greenshowroom and the Ethical Fashion Show Berlin will be focusing on resource efficiency and also examining recycling concepts within the fashion industry. The spotlight will be on international labels with first-rate fashion collections. From 19 to 21 January 2016, Messe Frankfurt will present the most important brands in the green segment at the



Greenshowroom and Ethical Fashion Show Berlin. With a broad range of fashion and an informative event programme, the Postbahnhof will once again be transformed into a centre for sustainable fashion during Berlin Fashion Week.

On the upper floor of the Postbahnhof, the Greenshowroom will showcase an exclusive selection of international high fashion, while the Ethical Fashion Show Berlin will be spread out across the lower ground and part of the

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

New at Ethical Fashion Show Berlin: Knowledge Cotton Apparel

upper floors. It will offer an overview of contemporary street and casualwear. 'We expect an extremely busy Postbahnhof and a number of high-class labels. If you want to get an efficient overview of modern eco fashion and are looking to inject impetus into your business in a new and striking way, you'll be well catered for at the Postbahnhof', says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.

### **Greenshowroom: fine designs and high-quality materials**

An exclusive ambience, personal atmosphere and a certain je ne sais quoi will dominate the exceptional profile of the Greenshowroom on the upper floor of the Postbahnhof. International labels will present fashion and accessories of a special kind. With Living Blue, Messe Frankfurt welcomes back a renowned label from Bangladesh that has exhibited here multiple times and stands for high-quality, handmade products. Other labels on board include Xess + Baba und Realtimerecollection from Switzerland, as well as WalkBoxx/SilkBoxx from Germany.

### **Ethical Fashion Show Berlin: urban zeitgeist, eco-fair fashion**

Taking place at the same time as the Greenshowroom, the Ethical Fashion Show Berlin presents progressive labels specialising in street and casualwear. With a clear focus on design and sustainability, the trade fair brings together the top players from the eco fashion segment. Knowledge Cotton Apparel will present its new winter collection for the first time, including shirts, pullovers, long-sleeved tops and more. The Danish label stands for high-quality casualwear and can look back on 40 successful years. The German newcomer label Feuervogel will also be there for the first time presenting its GOTS-certified collection. Other highlights include Daily's, Format, Jentil Bags, John W. Shoes, Komodo, Lanius, PeopleTree and Woody.

### **Collaboration with international up-and-coming talent competition**

This winter season marks the first time that Messe Frankfurt will cooperate with the Frankfurt Style Award and offer up-and-coming fashion designers a platform. Four award-winning outfits will be presented to the public in the Postbahnhof. Since 2008, the Frankfurt Style Award has grown to become one of the most important international talent and career-launching platforms for up-and-coming creative people in the fields of design and fashion. Visitors to the trade fair can look forward to exciting presentations and inspiring designs.

### **Hot topic: circular economy**

A comprehensive event programme with discussion sessions, presentations, tours, workshops, fashion shows and a showcase on the theme of "Outdoor" complement the offer provided at the Postbahnhof. The main theme is circular economies, something that industry giants Adidas and H&M are currently focusing on with extensive campaigns. The outdoor arena, set up in collaboration with GreenroomVoice, will tackle the issues of quality recycling concepts and new technologies for procuring recycling materials. The event programme also places the spotlight on additional aspects of a circular economy and presents future models for the fashion economy.

Greenshowroom & Ethical Fashion Show  
Berlin  
19-21 January 2016

Further information available at:

**[www.greenshowroom.com](http://www.greenshowroom.com)**

**[www.ethicalfashionshowberlin.com](http://www.ethicalfashionshowberlin.com)**

**[www.facebook.com/greenshowroom](https://www.facebook.com/greenshowroom)**

**[www.facebook.com/ethicalfashionshowberlin](https://www.facebook.com/ethicalfashionshowberlin)**

**[www.youtube.com/greenshowroom](https://www.youtube.com/greenshowroom)**

**[www.youtube.com/EFSBerlin](https://www.youtube.com/EFSBerlin)**

**[www.instagram.com/greenshowroom](https://www.instagram.com/greenshowroom)**

**[www.instagram.com/ethicalfashionshowberlin](https://www.instagram.com/ethicalfashionshowberlin)**

Information about global Messe Frankfurt trade fairs can be found at:

**[www.texpertise-network.com](http://www.texpertise-network.com)**

**Press contact:**

Messe Frankfurt Exhibition GmbH

Stefan Jakob

Tel: +49 69 7575 5822

Email: [stefan.jakob@messefrankfurt.com](mailto:stefan.jakob@messefrankfurt.com)

Kern Kommunikation

Rebecca Espenschied

Tel: +49 69 6500 5732

Email: [presse@kernkommunikation.de](mailto:presse@kernkommunikation.de)

**Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €554 million in sales and employing 2,130 people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 30 locations around the globe. In 2014, Messe Frankfurt organised a total of 121 trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)