

Press release

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Kraftwerk Berlin: fashion of the future

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The Greenshowroom, the Ethical Fashion Show Berlin and the second edition of FashionSustain make the Kraftwerk events centre in Berlin the place to be for sustainable innovations in fashion.

Kraftwerk No. 2: from 3 to 5 July, the Greenshowroom and the Ethical Fashion Show Berlin will again bring together well-known labels, up-and-coming new faces and the leading lights of the fair fashion scene at the Kraftwerk events centre in Berlin. Visitors can expect, amongst other things, segments that are more strongly emphasised, complete outfits including shoes and accessories, together with, for the first time, a Beauty section. The FashionSustain conference, successfully launched in January, will be held for the second time. In addition, Messe Frankfurt will be continuing its successful cooperation with the Premium Group in the context of FashionTech.

“In the Greenshowroom, at the Ethical Fashion Show Berlin and at FashionSustain, we shall be bringing together visionary thinkers and entrepreneurs, who all have in common a love of fashion, a hugely innovative imagination and an accompanying sense of responsibility towards mankind and nature. The upcoming range of events in the Kraftwerk is as plentiful and varied as are the collections, projects and cooperative ventures that are being exhibited. Visitors can look forward to a number of exciting new developments,” says Olaf Schmidt, Vice President Textiles and Textile Technologies at Messe Frankfurt.



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Greenshowroom and Ethical Fashion Show Berlin: Innovative brands and authentic narratives / Photo:

Dedicated

Fashion, Beauty and Accessories

For three days, the Berlin Kraftwerk Events Centre will offer a platform for all the innovative and sustainable ideas that are driving and changing the fashion industry. International fashion labels will be presenting the latest street and urban wear, straightforward contemporary and high fashion, as well as suitable accessories such as shoes, belts, handbags and jewellery. Brands with a presence in the Greenshowroom include, amongst others: Rhumaa, Nat-2, Les Racines du Ciel, Alexandra Svendsen, Nadja and/or Graciela Huam, together with the Mexican shoe label Lahay, a newcomer this year. The labels at the Ethical Fashion Show Berlin include, amongst others: Amov, Bleed, Dedicated, Erdbär, Goodsociety, Kuyichi, Langer Chen and Lanius, as well as some exciting newcomers such as Fitbuddhastyle (Turkey), Beard and Fringe (France) and Nata Y Limón (Germany). After a period of absence, Ecoalf will again be represented at Ethical Fashion Show Berlin.

New: For the first time, beauty brands will be exhibiting in their own dedicated section, where they will be presenting make-up, hair and skin care products, as well as styling products. Present here, too, is the Austrian label Ringana by Tina Feller; they are committed to high-tech freshener cosmetics made from natural ingredients, that manage to avoid preserving agents, solvents, stabilisers and mineral oils. As well as cosmetics, the label offers food supplements, too. Also represented is the beauty label Benecos from Aschaffenburg in Germany. They deal in certificated natural cosmetics and received a 'Very Good' in an assessment by the magazine, Ökotest, in March. Ella Brante, from Kronberg in the Taunus region in Germany, will be presenting body oils with ingredients derived solely from controlled organic cultivation. Moreover, fair trade protagonists EZA Fairer Handel will be introducing their Biosfair line of cosmetics, which is manufactured by a family firm in Salzburg.

Sharpening the profile of the fashion segment

At the same time, Messe Frankfurt will be clarifying and enhancing the divisions of the individual product groups that were introduced for the summer season last year. Visitors will get clearer and more easily recognised indications of how to find their way around the products in the Modern Casual, Urban Vibe, Craft and Greenshowroom areas. The Modern Casual area is to be significantly increased in size and the Greenshowroom will be more strongly delineated from the Ethical Fashion Show. The Knowledge Lounge will again provide opportunity for discussion with the professional associations, NGOs and other initiatives.

Catwalk show: premiering at Mercedes Benz Fashion Week

The Catwalk show of Greenshowroom and Ethical Fashion Show Berlin will be part of the Mercedes Benz Fashion Week at the eWerk event location, for the first time in July. The revamped fashion show will present various looks that are put together and styled using items from the exhibitors' collections, thus providing a brand-new picture of contemporary fashion.

Greenshowroom & Ethical Fashion Show
Berlin

Berlin, 3 to 5 July, 2018

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Key topics: sustainability and digitalisation

After the successful premiere in the winter season, Messe Frankfurt will be continuing with the FashionSustain conference and the accompanying Thinkaton, for which they will be assembling in Berlin a number of pioneering thinkers and experts in the field of sustainable textile innovation. The focus, this time, will be on sustainable leathers and materials for use in shoes. FashionTech, organised by the Premium Group in the Kraftwerk, is the event for digitalisation in the fashion world. Additionally, seminars, workshops, guided tours and informal networking events will provide further inspiration, information and opportunities for discussion. Visitors can look forward to a continuation of the 'night shift', with longer opening hours, together with an extended edition of the blogger event, prePEEK.

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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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). * preliminary numbers 2017
For more information, please visit our website at:
www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de