



ethical
fashion show
BERLIN

Press release

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Greenshowroom and the Ethical Fashion Show Berlin become Neonyt

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Messe Frankfurt launches international hub for sustainability, innovation and fashion at the Kraftwerk Berlin. With Thimo Schwenzfeier, the events will also be under new management, with continued support by Magdalena Schaffrin as the Creative Director.

Take it to the next level: Messe Frankfurt is merging the two sustainable fashion fairs Ethical Fashion Show Berlin and Greenshowroom under the name Neonyt. Together with the FashionSustain conference, the #Fashiontech organised by the Premium Group as well as events and showcases, a global hub for future-oriented fashion and sustainable innovations is being created. Messe Frankfurt's events at the Kraftwerk will also be under the new management of Thimo Schwenzfeier.

For the upcoming edition of Berlin Fashion Week from 3-5 July, the trade fairs will still take place under the usual names. Following the end of the fair and for the coming 2019 winter edition, Neonyt will then form Europe's leading hub for future themes in the fashion industry.

'Our vision for the future of the fashion industry is an age of sustainable growth. This requires innovations that find dynamic solutions to social and environmental problems. With Neonyt, we're launching a global hub that brings together visionary experts in the industry, provides a broad platform for a sustainable lifestyle and continues to provide a consistent future-oriented focus for the fashion industry', says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.

'Sustainability in fashion has evolved from a nice-to-have to a synonym for innovation and progress. I have been able to actively shape this development at our green trade fairs in recent years. I'm now looking forward to taking our events at the Kraftwerk to the next level together with the established team around Bernd Müller', says Thimo Schwenzfeier, Show Director Neonyt, who will carry out his duties here in addition to his responsibilities as Director Marketing Communication for textile fairs at Messe Frankfurt.

Progressive and polarising – the artificial word Neonyt is derived from the ancient Greek word "neo" (English new, revolutionary) and the Swedish word "nytt" (English: new). Neonyt refers to the current fundamental transformational process in the fashion and textile industry. Technological progress and the simultaneous strategic implementation of sustainability issues are driving a process of change from which both

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companies and the environment as well as working conditions can benefit.

The hub combines the themes of Business, Inspiration, Knowledge, and Community in a novel way:

Business! The two trade fairs Ethical Fashion Show Berlin and Greenshowroom are merging to form the B2B platform of the hub. In addition to social and environmental criteria, Messe Frankfurt is focusing on the stronger fashion-related curating of exhibiting fashion labels. The segmentation into the style worlds Moderncasual, Craft, Urbanvibe and Greenshowroom as a synonym for high fashion will be continued and supplemented by further product areas such as Beauty.

Inspiration! The fashion highlight of the hub is the catwalk show. The catwalk show draws a contemporary picture of sustainable fashion with curated looks that combine the exhibitors' most outstanding styles. Various combinations provide exciting and progressive inspirations for retailers, buyers and fashion magazines.

Knowledge! The FashionSustain conference successfully launched by Messe Frankfurt last season focuses on sustainable materials, intelligent processes and applied industrial innovations for the fashion industry. Parallel to the conference, interdisciplinary teams will work as part of a Thinkathon with a start-up nature to find solutions for concrete questions posed by the industry. Also at the Kraftwerk, #Fashiontech by the Premium Group focuses on digital solutions for marketing and retail as well as digital market trends. Messe Frankfurt is thus continuing its successful cooperation with the Premium Group. In addition to the two conferences, lectures, workshops and discussion panels by trade experts and certifiers will provide further inspiration for trade visitors.

Community! As the third pillar of the hub, events such as the Nightshift with longer opening hours, the blogger and influencer event Prepeek powered by Fashion Changers and get-togethers with partners from the media and industry provide the perfect setting for intensive discussions.

Background

Sustainability has been on the global agenda since the World Summit in Rio de Janeiro in 1992 at the very latest. Brands in the fashion industry have also been looking for environmentally friendly and socially acceptable alternatives for many years now. Disasters such as Ali Enterprise in Pakistan in 2012 and Rana Plaza in Bangladesh in 2013 have sharply raised consumers' awareness of environmental and social standards and made them a focal point for society.

Messe Frankfurt recognised early on the need to offer a suitable platform for this topic of the future. Following the start of the Ethical Fashion Show in 2004 in Paris, Messe Frankfurt France took over the event in 2010. In January 2012, Messe Frankfurt founded the Ethical Fashion Show Berlin and with the move to Berlin, discovered exactly the right location for the coming years. Messe Frankfurt took over Greenshowroom in 2011, two years after it was founded. The two trade

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fairs have been held at the same location since January 2015 – first in the Postbahnhof, then in the Funkhaus and since last season at the Kraftwerk Berlin. Together, the two trade fairs are the largest platform for sustainable fashion in Europe, if not worldwide. With the addition of the conference duo FashionSustain and #Fashiontech to the two trade fairs, Messe Frankfurt is gradually combining the theme of sustainability with the themes of technology and innovation.

www.neonyt.com

Press information and image material:

www.greenshowroom.com / www.ethicalfashionshowberlin.com
<https://fashionsustain.com>

On the net:

www.facebook.com/greenshowroom
www.facebook.com/ethicalfashionshowberlin
www.youtube.com/greenshowroom
www.youtube.com/EFSBerlin
www.instagram.com/greenshowroom
www.instagram.com/ethicalfashionshowberlin

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