

news +++ Neonyt Lab
24 to 26 June 2022

NEONYT

Let's talk about: New patterns – creating new (thought) patterns through fashion! First highlights of the Neonyt Lab conference programme

Discuss, inform, and create change together: This year, from 24 to 26 June 2022 in Frankfurt, the Neonyt Lab invites all visitors who are interested in innovative fashion and lifestyle and want to consistently drive sustainability forward. More than just image and consumption: on the Fashionsustain stage, experts will discuss sustainability in fashion and in everyday life on all three days – in the form of interviews, panel discussions and workshops.

Frankfurt am Main, 18.05.2022. What impact does our consumption have? What influence do I have? And what can I do personally? Questions like these make you think – and change. Under the motto "New Patterns", the Neonyt Lab will bring together everyone who wants to break down old thought patterns, discuss the status quo and develop ideas for a better tomorrow at this year's D2C summer edition from 24 to 26 June 2022 in the Union Halle in Frankfurt's East end district. Fashion people, sustainability experts, content creators, consumers, you and me – everyone interested in sustainability in the context of fashion and lifestyle is welcome.

Those who not only want to stroll through the location and be inspired by the sustainable fashion, lifestyle and beauty brands in the [Greenstyle the store](#) area can also pick up a lot of knowledge on the Fashionsustain stage: whether it's interviews with fair fashion brands, workshops with textile seal providers or talks with content creators and brands – on all three days, visitors can inform themselves comprehensively, join in the discussion and take away impulses to make their own everyday life even more sustainable. The 17Ziele info van by Engagement Global, a converted shepherd's cart with playful elements and information about the 17 Sustainable Development Goals (SDGs), encourages participants with playful elements and information to share or even rethink their approach to sustainability.

Three days of valuable input on lifestyle, fashion and sustainability: the talks on the Fashionsustain stage are organised by Neonyt and some in cooperation with Greenstyle. Prepeek topics, especially interesting for social media professionals and content creators, are also to be found on the conference stage.

Sneak peek of the conference programme – the first highlights

It all kicks off on **Friday, 24 June 2022** at 13:00 with an exclusive soft opening for media representatives only, including a press tour and photo opportunities. The official kick-off for the Neonyt Lab is at 2 pm. After a welcome by Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt, visitors can look forward to a talk on the SDGs. Following this, Annabelle Homann from the sustainable fashion brand Lanius, Sören

Maihack from Goodlabels and other panellists will address the question of how sustainable fashion can become the new standard in a talk by Greenstyle.

On **Saturday, 25 June 2022**, the doors of the Union Halle will open already at 11 am. Starting off with Heiko Wunder from Wunderwerk explaining how to recognise greenwashing. We will continue with a closer look at the local fashion scene: because Frankfurt and the Rhine-Main region have a wide range of sustainable brands – which ones they are, where people in Frankfurt shop and what role sustainability plays in this, will be discussed by sustainability consultant, Christine Fehrenbach, together with other industry insiders. Another highlight: keyword #Sneakerjagd (sneaker hunt) – last January, the research start-up Flip spoke at Fashionsustain about the journey that the shoes of various celebrities such as Jan Delay, Joy Denalane or Louisa Dellert take after disposal and what happens to them. Now the search for concrete solutions begins: the start-up has teamed up with the sustainable sneaker brand Monaco Ducks and, with expert support from the Faculty of Textiles and Design at Reutlingen University, has developed new ideas on how to continue the sneaker hunt in a solution-oriented way. On Saturday at 1 pm, Flip co-founders Christian Salewski and Dominik Sothmann will give an update on their research.

Last but not least: the Prepeek Talks for and by social media professionals. At the Prepeek Talk on Sunday, 26 June 2022, at 11:20 a.m., everything will revolve around a particularly important and socially relevant topic - diversity in fashion. Meriem Lebdiri, founder and designer of Meriem Lebdiri, Max Weiland, co-founder and CEO of *Uns Talent Agency and model, content creator and founder Karlin Obiang talk about stereotypes, rethinking the industry and social discourse. How they are perceived, what society needs in this dialogue and how the players can pave the way - these insights are available on the conference stage.

The entire conference programme of the Neonyt Lab is now available online on the Neonyt website.

Register now and secure tickets

Everything united at the Neonyt Lab: With the D2C fair Greenstyle, a fashion show, the Fashionsustain Talks and the Prepeek, the Neonyt Lab will create meeting opportunities for professionals, content creators, entrepreneurs, fashion enthusiasts and, for the first time, end consumers from 24 to 26 June 2022, where the motto is: discover, experience, acquire.

Free tickets for the Neonyt Lab are available at this link: neonyt.com/ticket

Media representatives and content creators can register separately here: neonyt.com/accreditation

Frankfurt Fashion Week – organised by the City of Frankfurt

Everything in Frankfurt am Main is set to revolve around the Frankfurt Fashion Week from 20 to 26 June 2022 and Frankfurt's urban society can look forward to numerous events: exhibitions, shows, talks and more will bring to life the subjects of sustainability, fashion, lifestyle and fashion culture. In addition to the Neonyt Lab, Messe Frankfurt is bundling globally oriented events of the textile and fashion industry that highlight the topics relevant to the international fashion industry parallel to Frankfurt Fashion Week.



Neonyt Lab, Fashionsustain conference programme

The Neonyt Lab will be held from 24 to 26 June 2022 in the Union Halle in Frankfurt am Main.

Visitor ticket:

neonyt.com/ticket

Press accreditation:

neonyt.com/accreditation

Press releases & images:

www.neonyt.com/press

Social media:

Instagram: [instagram.com/neonyt.fashion](https://www.instagram.com/neonyt.fashion)

Facebook: [facebook.com/Neonyt.fashion](https://www.facebook.com/Neonyt.fashion)

LinkedIn: [linkedin.com/showcase/neonyt/](https://www.linkedin.com/showcase/neonyt/)

YouTube: [youtube.com/c/NeonytFashion](https://www.youtube.com/c/NeonytFashion)



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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

* Preliminary figures for 2021