

24 August 2022

Press release

From Paris to Berlin to Frankfurt and now to the whole world. Since its foundation, NEONYT has established itself as the most relevant B2B community platform for fashion, sustainability and innovation in the last two decades. The international fashion business is big, as is the responsibility of Neonyt as an order platform and trend spotter in the sustainable sector as well as the interest in the brand worldwide: Messe Frankfurt recognises the lighthouse potential of the event as a pioneer and is rolling out NEONYT internationally. In the B2B segment, NEONYT in Germany will be held in Düsseldorf from January 2023.

NEONYT goes Düsseldorf – from January NEONYT will be held twice a year at the same time as FASHN ROOMS on Areal Böhler.

From January 2023, **NEONYT** will run as a B2B event in Düsseldorf. Further satellites in an international context are already planned. Messe Frankfurt in Germany is now taking the first step together with the **Igedo Company**, which means: Igedo will take over the full operational planning and implementation of **NEONYT** for the Düsseldorf location with immediate effect. Since its foundation in 1949, Igedo has stood for exceptional expertise in the fashion sector and has, among other things, firmly established itself in the international order environment with its events in Düsseldorf twice a year.

In future, **NEONYT** will be held as a licensed event in parallel with **FASHN ROOMS** and thus in the fashion metropolis of Düsseldorf. This means **NEONYT** joins an internationally successful mix consisting of around 600 international brands. The strictly sustainable range at **NEONYT** will find a new home alongside the **FASHN ROOMS segments** Agencies & Premium Brands (Showroom Concept), Avantgarde, Design & Contemporary as well as Accessories and Shoes. It will not only be exhibitors and professional visitors who will get their money's worth here as **FASHN ROOMS** in Düsseldorf is also known for its content creators – this also corresponds to the community DNA of **NEONYT** and brings with it multiplication potential.

“We are very pleased to have won over the Igedo Company for a cooperation,” says Olaf Schmidt. “**NEONYT** and its cross-sector community are in the best of company in Düsseldorf and the trade show landscape as well as the sustainable textile and fashion scene will benefit – this is where know-how and professionalism meet innovative spirit and consistency.”

“Of course, we are also delighted to be able to intensively accompany and support the next development step of **NEONYT**. At the same time, this also means an additional strengthening of Düsseldorf as a fashion location while also demonstrating the esteem the

~ 1 ~

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Igedo Company undisputedly enjoys with its 73 years of existence in the industry. Now it's time to roll up our sleeves and join forces to achieve the next goals of **NEONYT** here in Düsseldorf," said Ulrike Kähler (Managing Director) and Philipp Kronen (Managing Partner) of the Igedo Company in their joint statement on this exciting development in the fashion trade show landscape.

DATES

SHOES DÜSSELDORF

28 - 30 August 2022

FASHN ROOMS

28 - 30 January 2023

Showroom Concept

26 - 30 January 2023

NEONYT

28 - 30 January 2023

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SHOES DÜSSELDORF

26 - 28 February 2023

All activities of the Igedo Company:

igedo.com

Further information about **FASHN ROOMS**

fashn-rooms.com

Further information about **SHOES DÜSSELDORF**

shoes-duesseldorf.com

Further information on **NEONYT**

neonyt-duesseldorf.com

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~ 2 ~