

Press release

Düsseldorf, December 2022

FASHN
ROOMS
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Neonyt and FASHN ROOMS - side by side

Two trade shows, two concepts, two halls – side by side in Düsseldorf from 28 to 30 January: **Neonyt** – licensed by Messe Frankfurt Exhibition GmbH, the most relevant B2B community platform for fashion, sustainability, and innovation, “meets” **FASHN ROOMS** - See&Order, the international trade show for premium fashion and its Showroom Concept. This way IGEDO EXHIBITIONS stages a melting pot of the fashion industry in the halls of Areal Böhler drawing the industry’s attention to design, trends and sustainable fashion in North Rhine-Westphalian capital on the Rhine.

Create synergies, seize opportunities

For the first time now, **Neonyt** will be held at its new German homebase Düsseldorf in the immediate vicinity of, and concurrently with, the long-established **FASHN ROOMS**. Holding the two stand-alone trade shows as a parallel B2B event at the innovation hub Areal Böhler brings a host of synergies. With a combined ticket trade visitors and buyers can easily visit both formats. This not only creates short distances for inspiration and networking, but also an optimal business and ordering environment. As an order platform and trend spotter in the sustainable sector, **Neonyt** can thus present its strong expertise in sustainable fashion and trendy designs to a broad and commercial market. Visitors and exhibitors at **FASHN ROOMS** have the opportunity to receive focused, professionally necessary input and authentic education on the topic of sustainability.

“We aim to offer a fruitful ground for all parties and create a win-win situation. In doing so, we don’t view ourselves as a standard trade show organiser but rather in the role of good hosts and enablers of winning encounters and a ‘cross fertilisation of ideas’,” says Ulrike Kähler, CEO of IGEDO EXHIBITIONS.

Forming the link between the two independent events is the centrally located conference format THE STAGE used by both trade shows: Fashionsustain, the well-known multidisciplinary best practice format of **Neonyt**, focuses on current and relevant sustainability topics from the **Neonyt** community in alternation with seminars and trend lectures at **FASHN ROOMS**. In addition, the new KNOWLEDGE AREA offers all visitors the opportunity to expand their knowledge and network on sustainability topics at first hand: One-step-ahead on the way to a sustainable and fair textile and fashion industry.

Get together!

By combining **FASHN ROOMS** and **Neonyt** in Düsseldorf IGEDO EXHIBITIONS offers packed fashion expertise on the main order dates for the textile and fashion sector at Germany’s No. 1 order destination. The combined ticket for **FASHN ROOMS** and **Neonyt** is available as from now at fashn-rooms.com or neonyt-duesseldorf.com

Neonyt & FASHN ROOMS - 28 - 30 January 2023, Areal Böhler, Düsseldorf
SHOWROOM CONCEPT - 26 - 30 January 2023, Areal Böhler, Düsseldorf

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About Neonyt

Changing fashion sustainably together: in an authentic, direct and transparent way. **Neonyt** and its cross-sector community are synonymous with fashion and lifestyle, curiosity, forward thinking, affinity to technology and sustainability awareness. From Paris to Berlin to Frankfurt – since its inception **Neonyt** has become established as the most relevant B2B community platform for fashion, sustainability and innovation. From January 2023 after the forced 3-year break it will find a new home in Düsseldorf.

With obtaining the licence for **Neonyt** IGEDO EXHIBITIONS has assumed the responsibility for realising new ideas at the new location and developing the format further. This includes first and foremost strengthening the position of sustainable fashion on the commercial market but also establishing the trade show as an event for networking, knowledge transfer and providing impetus for innovation. In the focus: Direct exchange of the cross-sector community to promote the profound transformation of the fashion sector.

“As a founding member of Neonyt in Berlin, we are very pleased to move to Düsseldorf with our two brands nat-2™ and thies 1856® and to accompany this unique platform to its new location - the Areal Böhler. As always, we have spectacular products in the pipeline that we will be presenting for the first time at Neonyt and we look forward to interacting with the community and those who want to become a part of it.”

Sebastian Thies, CEO thies 1856® | nat-2™

Under this year's guiding idea “Local. International.” **Neonyt** will provide scope at Areal Böhler's ›Kaltstahlhalle‹ for business, inspiration, knowledge, and community building in a “neo” way and with three central areas:

Trade Show. The brands.

The unconditional commitment to sustainability is one of the central values of **Neonyt**, which will also be cultivated further in Düsseldorf: all exhibitors will not only be fashionably curated but will also undergo a strict sustainability check - in cooperation with Lavinia Muth as Sustainability Advocate & Consultant. With over ten years of experience, Lavinia is a highly respected and independent expert in the world of ethical business. She has audited, advised, and supported numerous manufacturers, retailers and labels in the apparel and footwear sector as well as in global agriculture and is an advocate for social and environmental justice.

The already audited exhibitors who will be presenting their collections at the trade show include:

Beflamboyant, Bleed Clothing, CHPO Brand, Genesis Sustainable Footwear, Greenbomb, HempAge, Jürate, Les Racines du Ciel, Kero Design, Mazine, mela wear, Nat-2™, NÄZ, O My Bag, OEKO-TEX®, Soruka, Stapf, STORE13-like a bird & friends, Storm, Studio Miyagi, Thies 1856, Thought, Werner 1911, wunderwerk ...

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A highlight in this area: the iTechStyle Green Circle - Sustainability Showcase is an initiative designed to promote the outstanding achievements of Portuguese textile products in view of sustainability and the circular economy on international markets.

Prepeek. The stories.

The concept of sustainable fashion and its developments are of pivotal importance these days – not only as part of **Neonyt** in Düsseldorf but also on an international scale. In line with this year's **Neonyt** guiding idea 'Local. International.' Prepeek will open a window to the world: an exclusive, 3-day networking event for the (social) media-attuned community: content creators, bloggers, YouTubers, journalists, and multipliers. These will be helped by Prepeek to make responsible zeitgeist visible and spread fresh, future-proof sustainability impulses. The goal is to empower & support on two Floors:

On the Expression Floor creators can discover future collections of sustainable labels and select various backdrops for a free, professional photo shoot. There will be a team of professionals at your disposal for styling, make-up and shooting so that perfect content can be shared.

The Experience Floor allows the Neonyt community to be experienced live in an exclusive yet relaxed, informal atmosphere: Meet-Ups provide scope for networking, Workstations motivate visitors to become actively involved themselves while a variety of talks raise awareness on relevant subjects.

While Prepeek is exclusively restricted to creators, this year will see two open-house events for all exhibitors and trade visitors. Without professional photo shoots but with topics of general interest covered on the stage instead, plus a "loungy" get-together of retailers, labels, and the community.

Knowledge Area

Although fashion is at the centre, the sustainable conscience of Neonyt does not end at the borders of the sustainable fashion cosmos. Lifestyle, technology and science are equally relevant aspects that will be covered in January in the specially created Knowledge Area. Exhibitors here include: Blauer Engel, bluesign®, Hochschule Niederrhein university, OEKO-TEX®, Texpertise.

About THE STAGE

There is something special and inspiring about getting together at temporary, changing venues. Temporary communities emerge that – depending on their place and setting – bring different facets of their protagonists to life, inspire progressive ideas, bring together like-minded partners and provide the impact to boost new business. Providing the befitting setting for such encounters is THE STAGE, the shared conference format of **Neonyt** and **FASHN ROOMS**.

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Here talks, lectures and discussions will focus on trends, the ability to change, innovative power, agility – i.e. the topics that determine the future and success of manufacturers, suppliers, brand and retailers in the fashion and textile sectors, especially in our day and age.

The Neonyt conference format Fashionsustain occupies a special place and links the topics of sustainability, fashion and innovation. The interviews, talks and workshops staged from 28 to 30 January primarily target fashion retailers providing insights into how they can become more sustainable:

- On the afternoon of 28 January the Fashionsustain talks will kick off with local and regional Sustainability stakeholders.
- The morning of 29 January will primarily deal with the question of how retail and sustainable brands can find each other better and also on how Point-of-Sale staff can be trained even better on sustainability matters.
- The morning of 30 January focuses on the topic of supply chain transparency and sustainability and how this relates to design.

About FASHN ROOMS

The order trade show is synonymous with fashion expertise and a perfect mix of premium brands and agencies, avantgarde and designer collections, contemporary fashion as well as shoes & accessories.

Individual silhouettes, special creations and a multitude of accessories that serve as finishing touches to any outfit make the passion for fashion tangible and international trends 'experienceable'. The ›Alte Schmiedehalle‹ at Areal Böhler provides buyers with an optimum backdrop for inspiration, networking and ordering.

Exhibitors in January include:

Contemporary & Design: Sort Aarhus and TIF TIFFY (Denmark), Zeitlos by Luana (Germany), MAT Fashion (Greece), XD Xenia Design (Croatia), Divas Leather, Miin, Özlem Süer, Ümit Ünal (Turkey) and many more.

Accessories & Shoes: Bronté Amsterdam (Netherlands), Mayser (Germany), Lofina (Denmark), Les Néréides (France) ...

SHOWROOM CONCEPT

The showroom as a nomadic event comes care of the **SHOWROOM CONCEPT** as part of **FASHN ROOMS**. Instead of renting a showroom all year round, fashion agencies and premium brands can showcase their collections at our own space two days before the trade show starts. Even appointments with customers can be made at the completely furnished stands in an undisturbed working atmosphere – making time pressure and trade fair stress a thing of the past. After the past Covid years this concept has attracted a great number of companies including amongst others Elemente Clemente, Hannes Roether, JOHNNYLOVE, La Haine inside us, Luis Trenker, Nubikk, Nobrand, Pal Offner, Studio B3, Thanh Minh ...

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The 'd-tails' agency by Ute and Patrick Coppolecchia-Reinartz has specialised in Italian brands over the years, but also delights at "new entrants" from throughout the world time and again. All in all, the agency will present 23 brands at **FASHN ROOMS** including Beltepa'Ikat, Fradi Uomo, Mabrun Outerwear, Mai Belgium hand-knitted, Kangra Cashmere, Ripani Bags and Sanyako Thunderbolt Sneakers.

'Modeagentur Klauser' will be exhibiting icons of Italian premium fashion, product specialists and great high-quality lines at the ›Halle am Wasserturm‹. This agency will display a total of 31 premium brands with highlights like Dragon Diffusion, Duvetica, Franco Ferrari, Les Tricots de Lea, Lunaria Cachemire, In bed with you, Pierre Louis Mascia ...

'Die Hinterhofagentur' will stay true to its concept at ›Glühofenhalle‹: it banks on the power of creativity and craftsmanship. The Munich-based agency never stops searching for undiscovered brands to introduce them to the German-speaking market. This year's highlights are the brands Atelier Alpinist, BOB, des petits hauts, Koike, Wool & Co ...

*Subject to alteration

Düsseldorf and Areal Böhler

'Local. International.' Is the guiding theme of **Neonyt** in Düsseldorf, a city which can draw from a rich heritage in the fields of fashion, art and design: Beuys, Richter, Kraftwerk – ideas that have reverberated worldwide hail from Düsseldorf.

Düsseldorf has also been active in the field of sustainability for a long time, obtaining the title 'Capital of Fair Trade' as early as 2007 and being declared 'Fairtrade Town' in 2011.

Düsseldorf Fashion Days – concurrently the around 600 showrooms based in the city open their doors with just under 1,000 national and international fashion labels.

Areal Böhler has everything it takes to make the stay for exhibitors and visitors as efficient and convenient as possible: everything within easy reach, best service, and wide-ranging catering options in a one-of-a-kind setting. The industrial charm alone conserved during the repurposing of this listed, former steel mill with its 100-year history suffice to give the highly flexible and efficient exhibition spaces incredible flair.

Another asset of the premises is its sustainability awareness: for a number of years the venue has been exclusively supplied with green power. Further measures such as the installation of PV systems on the hall roofs are already planned and will be implemented step by step.

Located at the city limits between Düsseldorf and Meerbusch, Areal Böhler boasts excellent traffic infrastructure. It is just ten minutes by car or bus to the central station, the KÖ shopping mile, old town, or the media harbour. The North Rhine-Westphalian traffic arteries A52 and A57 are only 5 minutes from Areal Böhler. There are plenty of parking spaces on site for motorists and for e-vehicle users there are numerous charging points.

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Special Press Prepeek. The Stories.

“Book a shoot!” – Prepeek is for you. We invite you as a press representative: get to know new sustainable labels, try out different styles and put yourself in the hands of our photo shoot professionals on the Expression Floor. A slot has already been reserved for you, you just have to book it: [Prepeek](#)

And if you don't feel like having your photo taken but rather obtain fresh sustainability impulses, you can, of course, proceed to the Experience Floor right away.

We look forward to seeing you!

SERVICES

Partner hotels

Visitors to **FASHN ROOMS** will enjoy special rates at the following [partner hotels](#). Visitors to **Neonyt** will benefit from special rates at our sustainable [partner hotels](#) situated nearby.

For more hotels, travel options as well as information on Düsseldorf contact our partner [Düsseldorf Tourismus GmbH](#).

Shuttles

Our Shuttle Service connects **FASHN ROOMS** and **Neonyt** with the Düsseldorf Showrooms (Shuttle stop Karl-Arnold-Platz), Medienhafen, Halle 29/30, Hbf central station, airport and our partner hotels.

Other services

- Free WiFi in all Areal Böhler halls
- Regular visitor newsletters
- Digital ticket and admission system of international standard

Press accreditation

With your registration you will receive a combined ticket entitling you to visit both concurrent events!

- <https://fashn-rooms.com/press/accreditation/>
- <https://neonyt-duesseldorf.com/press/accreditation>

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DATES

SHOES DÜSSELDORF

5 to 7 March 2023

FASHN ROOMS

22 to 24 July 2023

Showroom Concept

20 to 24 July 2023

NEONYT

22 to 24 July 2023

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SHOES DÜSSELDORF

28 to 30 August 2023

All activities of IGEDO EXHIBITIONS:

More information on **FASHN ROOMS**

More information on **SHOES DÜSSELDORF**

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