

Press Release

Düsseldorf, January 2023

FASHN
ROOMS
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FINALLY: Neonyt* and FASHN ROOMS to kick off on 28 January 2023

Two trade shows, two concepts, two halls – held concurrently in Düsseldorf from 28 to 30 January 2023: **Neonyt**, the most relevant platform for sustainability and innovation meets **FASHN ROOMS** See&Order, the international trade show for Fashion, Shoes & Accessories and its Showroom Concept, at its new German “home”.

When Dr. Stephan Keller, Lord Mayor of the North Rhine-Westphalian capital on the Rhine, and Ulrike Kähler, Managing Director of the trade show organiser IGEDO EXHIBITIONS, open the 3-day B2B event, to the tune of 400 brands will be awaiting the trade visitors. They make **Neonyt** and **FASHN ROOMS** at Areal Böhler one of the most important events in Germany’s fashion sector. Two trade shows, side by side and one step ahead on the path towards an innovative, sustainable and fair textile and fashion business.

Numerous talks delivered at the centrally located conference event THE STAGE, which is used by both trade shows, perfectly complement the ranges extending an invitation to discuss and exchange ideas in the atmospheric halls of the former steel works: Fashionsustain. The Conference. by Messe Frankfurt addresses relevant sustainability issues from the **Neonyt** community alternating with **FASHION ROOMS** seminars and trend lectures.

With Prepeek a networking event especially designed for content creators and journalists will be held as part of **Neonyt**. Although Prepeek is an exclusive event, this year will see two Open-House Events for all exhibitors and trade visitors that aim to shine a light on responsibly minded zeitgeist and convey fresh future-proof sustainability impulses. The extensive programme on the “small stage” will be facilitated by Fatima Njoya, Junior Fashion and Sustainability Editor of GLAMOUR on all three days of the show.

From 28 to 30 January fashion will become an “experience” in the thematic matrix of trends, inspiration, business and especially sustainability – some highlights in a nutshell:

Saturday, 28 January 2023 - 4.00 pm - Prepeek

HOW CREDIBLE IS THE FASHION INDUSTRY’S DIVERSITY PROMISE?

Meriem Lebdiri x Neonyt Prepeek Talk

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Saturday, 28 January 2023 - 4.30 pm - The Stage: FASHN ROOMS

AWARD CEREMONY “DESIGN AWARD SUSTAINABLE FASHION”

Awarded by the professional association VDMD, the leading professionals’ network for Fashion.Textile.Home.Interior.Accessory, this design accolade will be presented for the fifth time now and for the first time in Düsseldorf marking the occasion of Neonyt and FASHN ROOMS. **

Sunday, 29 January 2023 - 3.00 pm - The Stage: FASHN ROOMS

SHOULD WE SLOW DOWN OR SPEED UP?

Carl Tillessen (German Fashion Institute DMI)

Sunday, 29 January 2023 – 4.00 pm – Prepeek

Fast Framing – Let’s rethink the role of retail together!

Maike Rabe (Professor and Institute Director at Hochschule Niederrhein of Applied Sciences), Carmen Jenny (CEO & Co-Founder of CLOTHESfriends), Heiko Wunder (CEO of wunderwerk)

Monday, 30 January 2023 - 12.00 noon - The Stage: Fashionsustain

SUSTAINABILITY THROUGH DESIGN - MORE THAN TIMELESSNESS AND RECYCLABLE MATERIALS

Melina Bucher (Designer), Michaela Leitz (Plus Size Luxury Fashion Stylist & Size Inclusive Fashion Expert), Katja Schwarz (Founder “Dress to measure”), Maijken Kalvhavé (Creative Denmark, Executive Director).

For the complete programme please consult the attachment.

“I particularly look forward to seeing people come together. Seeing new (not only business) friends being made and positive emotions increasingly filling the halls... and I look forward to being there,” says Ulrike Kähler, Managing Director of IGEDO EXHIBITIONS.

Come together!

With **FASHN ROOMS** and **Neonyt** IGEDO EXHIBITIONS offers pooled fashion competence at the principal order dates for the textile and fashion industry at Germany’s No. 1 order location. The combined ticket for **FASHN ROOMS** and **Neonyt** is available at fashn-rooms.com or neonyt-duesseldorf.com

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

FASHN ROOMS SHOWROOM CONCEPT. - 26 - 30 January 2023, Areal Böhler, Düsseldorf

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Fashionsustain. The Conference. by Messe Frankfurt

Packed with content, Fashionsustain. The Conference. by Messe Frankfurt will accompany Neonyt in Düsseldorf – in parallel with order activities – with attractive content focusing on Fashion & Retail themes over all three days. The interviews, talks and workshops staged at Areal Böhler from 28 – 30 January 2023 directly address fashion retailers and provide insights into how they can take a more sustainable stance. All buyers and parties interested in sustainability can look forward, amongst other items, to the one-on-one interview “This is how retail creates a positive impact”, powered by Textilwirtschaft magazine; or to the panel discussion “How sustainability re-unites retail, brands and consumers afresh.”

Two new event formats offer informative and inspiring additional perspectives: the workshop “Sustainability at the Point-of-Sale – Basics for Store Assistants”.

Be curious and look forward to many renowned speakers:

Abdelkader Amouche (Commercial Director of Haelixa), Claudia Brück (Board Member at Fairtrade Deutschland e.V.), Melina Bucher (Founder), Anna Canadell (Co-Founder of BCOME), António Braz Costa (General Manager of CITEVE - Technological Centre for Textile and Clothing Industries in Portugal), Thomas Ganter (Managing Director of Lengermann & Trieschmann GmbH & Co. KG), Sylvia Happel (Head of Business Development Europe at Lenzing AG), Dr. Monika Hauck (Founder and Managing Director of Repair Rebels), Annabelle Homann (Chief Operating Officer at Lanius), Maijken Kalhave (Executive Director of Creative Denmark), Tanja Kliewe-Meyer (General Manager at like a bird fashion & consulting), Michaela Leitz (Plus Size Luxury Fashion Stylist & Size Inclusive Fashion Expert), Anja Probe (TextilWirtschaft), Kutay Saritosun (Director, Brand Services and Partnerships at bluesign technologies ag), Katja Schwarz (General Manager of Dress to measure UG), Edu Uribesalgo (Director Innovation & Sustainability at the Ternua Group (Import Arrasate S.L.)) and Heiko Wunder (Managing Partner of Wunderwerk).

Fashionsustain deliberately foregoes a fixed homebase. Instead of just “exporting” the format to another location, an individual knowledge event and a temporary, very unique community emerges at each location – and in late January 2023 Düsseldorf will see a new one emerge yet again. The popular conference format of Messe Frankfurt thrills innovation and product managers, sustainability and CSR experts, marketing and brand strategy developers, buyers, HR experts and young professionals from fashion, textiles, sourcing, retail, technology, NGOs, certification bodies and start-ups.

The complete agenda with all involved speakers can be found on the website of Messe Frankfurt. ([Programme 2023 | Fashionsustain \(messefrankfurt.com\)](#))

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**Neonyt licensed by Messe Frankfurt Exhibition GmbH is the official name of the new event format on the Rhine.*

SERVICES

Partner hotels

Visitors of **FASHN ROOMS** will receive special rates at the following **partner hotels**. For visitors of **Neonyt** our sustainable **partner hotels** located nearby offer special rates.

Other hotels, travel options as well as information on Düsseldorf are offered by our partner Düsseldorf Tourismus GmbH.

Shuttles

Our shuttle service connects **FASHN ROOMS** and **Neonyt** with the Düsseldorf showrooms (shuttle stop Karl-Arnold-Platz), Medienhafen/Media Harbour, Halle 29/30, central station, airport and with our partner hotels.

Other services

- Free WiFi in all halls of the Areal Böhler
- Regular visitor newsletters
- Digital ticket and admission system complying with international standards

Press accreditation

Upon registration a combined ticket will be issued which authorises holders to visit both concurrent events!

- <https://fashn-rooms.com/presse/akkreditierung/>
- <https://neonyt-duesseldorf.com/presse/akkreditierung/>

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

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Activities of IGEDO EXHIBITIONS:

Further information about **FASHN ROOMS**

Further information about **SHOES DÜSSELDORF**

Further information about **Neonyt**

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