

# Press Release

Düsseldorf, February 2023

**FASHN**  
ROOMS  
SEE & ORDER BY IGEDO EXHIBITIONS

**NEONYT**  
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Messe Frankfurt Exhibition GmbH  
organized by Igedo Exhibitions

**A new home.**

**A reliable platform.**

**A melting pot for fashion, trends, innovation and inspiration.**

IGEDO EXHIBITIONS staged nothing less with its two independent trade shows **Neonyt Düsseldorf** and **FASHN ROOMS**. From 28 to 30 January 2023 around 400 brands found the optimal setting for orders, exchange and networking in the stylish halls of Areal Böhler in Düsseldorf. Being held as concurrent B2B events these trade shows enabled a special exchange between sustainable and conventional fashion industries and sparked with pooled fashion competence for satisfied exhibitors and happy visitors.

## **Neonyt: A new home**

Since its inception **Neonyt** with stop-overs in Paris, Berlin and Frankfurt has become established as the most relevant B2B community platform for fashion, sustainability and innovation, developing a strong brand. In Düsseldorf this was authentically instilled with life: the community experienced even the first event at the new homebase as a “true” **Neonyt**.

*“We are very satisfied! Behind us are three successful trade show days of the first licensed **Neonyt** in Düsseldorf. We would like to cordially thank the team of Igedo Exhibitions for their passionate realization and the partnership-based establishment of the new order location.”*

- Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt

Here a trade show was organised with a lot of heart and soul, authenticity and loving attention to detail – a show whose potential already whets the appetite for the next edition. And even the initial feedback from the community ... both exhibitors and visitors were on the same page: **Neonyt** has not found a new home in Düsseldorf, it rather feels as if it has come home.

*“We had 120 days to launch the first **Neonyt** in Düsseldorf. In this time we convinced more than 80 labels - strictly curated according to sustainability and fashion - to present themselves in the still unknown environment, partly new, exciting and partly already established brands. I am proud to welcome such a large international community to Düsseldorf for the kick-off. My team and I are already looking forward to the further development of **Neonyt Düsseldorf** for the Summer Edition in July 2023!”*

- Ulrike Kähler, Managing Director, Igedo Exhibitions

In a relaxed, friendly atmosphere visitors were in for an excitingly curated selection of international brands. The accomplished mixture of familiar and new faces promoted inspiring conversations and sustainable impulses for networking, exchange and – last but not least – business deals.

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*“Although we operate a large, permanent showroom in Düsseldorf, it proved the right decision to book a stand at **Neonyt Düsseldorf**. Our expectations were more than fulfilled by the venue, the infrastructure, the organisation all the way to catering – they could not have been better. This gives us confidence for the summer event and that even more charismatic brands will exhibit and attract further buyers. One thing is clear: the synergies with **FASHN ROOMS** are obvious and were more than confirmed. Likewise, the talks and conferences at both events were well worth seeing for customers and exhibitors alike.”*

- Heiko Wunder, Managing Partner, wunderwerk

Proving a special highlight was Düsseldorf’s take on **Prepeek**, the exclusive networking event for the (social) media-focused community. Here more than 50 photo shootings in various settings took place with content creators from all over Europe and the US. Talks addressed relevant topics such as “The Greenwashing Trap” and “Circular Economy” while visitors exchanged experiences over an espresso at the coffee bar.

*“Community, shared knowledge and cooperation are the key if we really want to change something. At the moment, I am completely overwhelmed by the unique and stunning experience @neonyt.duesseldorf – there was so much to be discovered and to learn! I believe that each and every one here has gained new perspectives for their development from this.”*

- Fatima Njoya, Glamour (Prepeek Moderator)

### **FASHN ROOMS: A reliable platform**

At the Alte Schmiedehalle venue of Areal Böhler **FASHN ROOMS** again proved an indispensable – as well as reliable – order platform. With continuity and quality conscience **FASHN ROOMS** creates a solid basis for the numerous brands from the womenswear and menswear segments as well as for the suppliers of complementing products, such as shoes and high-quality accessories. As usual, the diverse mix of individual, high-end brands plus short distances and optimal service made for a pleasant atmosphere that also offered room for exchange and networking.

Proving particularly successful again this year was the **Showroom Concept**, which was used to place orders at previously made appointments on Thursday and Friday, away from the hustle and bustle of the trade show.

*“Like in previous seasons **FASHN ROOMS** was a resounding success. Buyers kept their appointments, and we were absolutely satisfied with the orders they placed. This event at Areal Böhler is therefore a must-have platform for us – not least also thanks to the organiser’s great professional service.”*

- Oliver Braun, Owner The.noon/Oliver Braun Agency

### **THE STAGE: A melting pot for fashion, trends, innovation and inspiration**

2023 saw the first joint conference format of **Neonyt** and **FASHN ROOMS** held as “**THE STAGE**” – a success across the board!

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Numerous riveting talks in front of full rows of chairs at the Alte Schmiedehalle venue perfectly complemented the order business and promoted discussions and exchange: **Fashionsustain The Conference**. by Messe Frankfurt addressed relevant sustainability issues from the **Neonyt** community, alternating with exciting talks and trend lectures care of **FASHN ROOMS**. All talks and panels were delivered innovatively as a silent conference, meaning via headsets where listeners were able to choose between German and English. All lectures were recorded and will shortly be available at [FASHN ROOMS X Neonyt](#) and [Fashionsustain The Conference](#).

*“In Düsseldorf we succeeded in thrilling fashion retailers with our focal theme ‘Fashion & Retail’ and transporting fresh impulses right into the market thanks to many interested spectators. Fashionsustain The Conference is topical and visionary; it stimulates discussion and successfully acts as a platform for ideas, offering a live dialogue format for exchanging best practices and discussing sustainability goals.”*

- Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt

At the **KNOWLEDGE AREA** located right in front of **THE STAGE** certification bodies and universities provided information on innovative developments and trends in science and technology.

**THE STAGE** – the perfect link between **Neonyt** and **FASHN ROOMS**. Generating an engaged exchange between visitors on sustainable and conservative fashion concepts a melting pot for fashion, trends, innovation and inspiration was created right at the centre of both trade shows.

Two trade shows – side by side and one step ahead on the path towards a sustainable and fair textile and fashion industry.

## 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**

Activities of IGEDO EXHIBITIONS:

[igedo.com](https://igedo.com)

More information on **FASHN ROOMS**

[fashn-rooms.com](https://fashn-rooms.com)

More information on **SHOES DÜSSELDORF**

[shoes-duesseldorf.com](https://shoes-duesseldorf.com)

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