

**22–24/07/2023**  
**Areal Böhler**

# **NEONYT** **DÜSSELDORF**

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# Where CHANGE becomes reality.

Over the past two decades, Neonyt has established itself as an innovative lodestar in the field of fashion with sustainability and responsibility. As an international B2B ordering platform and melting pot of the fashion industry, it sets the pace for a greener, fairer and more climate-neutral fashion business. Neonyt has been held in Düsseldorf since January 2023 and is driving change in the international fashion metropolis. It has found more than a new home here. It seems as if it has come home.

Neonyt shows what the cohesion of the cross-sector community can achieve and sets further impulses for an attitude change in the general public.



Twice a year, **Neonyt Düsseldorf** licensed by Messe Frankfurt Exhibition GmbH takes place in a relaxed, friendly atmosphere at the Areal Böhler in Düsseldorf. On site, Igedo Exhibitions has taken on the responsibility of implementing new ideas at the new location. For over 70 years, Igedo Exhibitions has stood for exceptional expertise in the fashion sector and has firmly established itself in the international ordering environment.

**Neonyt Düsseldorf** now always takes place at the same time as **FASHN ROOMS**. The strictly sustainable range of **Neonyt** complements the **FASHN ROOMS** segments Agencies & Premium Brands, Contemporary & Design as well as Accessories and Shoes. In this way, both events move forward side by side on the way to a sustainable and fair textile and fashion industry. With a combined ticket it is possible to attend both formats without any problems. This keeps networking distances short and creates an ideal business environment.

# One Fair, one world, 17 goals.

As a brand within Messe Frankfurt's Texpertise Network, Neonyt Düsseldorf supports 17 relevant sustainability goals together with the Conscious Fashion and Lifestyle Network and the United Nations Office for Partnerships (UNOP). The entire industry has a responsibility to find and implement solutions for social, economic and ecological change and to anchor the SDGs in global textile value chains. Neonyt Düsseldorf plays an important role in activating, networking and measuring the textile and fashion industry against its goals.



# From IDEA to ideal.



Trade Show

Knowledge Area

Fashionsustain

Prepeak

**Cross Sector-Community:**  
Industry newcomers, brands, CEOs, content creators, designers, buyers, fashion people, Gen Z, retailers, consumers, Marketing and CSR Managers, millennials, fashion editors, trendsetters, business journalists and everyone those interested in ecological, economic and social sustainability

Neonyt Düsseldorf is the meeting point to change fashion sustainably together again and again: authentically, directly and transparently. We are in the Decade of Action and it is up to us to contribute to the achievement of the 2030 sustainability goals and to take responsibility for overcoming the ecological and social challenges. Neonyt Düsseldorf and its cross-sector community stand for fashion and lifestyle, curiosity and future orientation, technical innovations and sustainable awareness. Since its inception, Neonyt Düsseldorf has established itself as the most relevant B2B community platform for sustainable fashion and has developed a strong brand.

# FASHION SUSTAIN

## The conference.

**Textile value chains span the globe,  
influences from different cultures merge  
in new designs and trends, people work  
independently of location as digital  
nomads, agile teams replace classic  
organisational structures. Purpose is the  
buzzword of the day.**



Today, temporary communities are emerging, that – depending on the location and setting – inspire progressive ideas, bring like-minded people together and initiate new business with attitude. This includes reinventing oneself again and again. And this is also part of the Fashionsustain DNA. Fashionsustain is aimed at innovation and product managers, sustainability and CSR experts, marketing and brand strategists, buyers, HR experts and young professionals from fashion, textiles, sourcing, retail, technology, NGOs, certifiers and start-ups – and sometimes also directly at end consumers. Physical, hybrid and digital.

**Next stop on the Rhine: July 2023,  
within the scope of Neonyt Düsseldorf**

# TRADE SHOWS

## Certified sustainable brands only.

Fashion lives from personal encounters, from staging and inspiration as well as the experience of material and processing. With a good balance of leading brands, established brands and newcomers, Neonyt is the leading trade fair for sustainable fashion & lifestyle and innovation.



Only brands that meet the following requirements may exhibit:

- All brands undergo a sustainability and style check.
- The labels must provide concrete information on ecological (materials + climate neutrality) and social (working conditions + wages) aspects of their sustainability.
- These must be backed up by certificates and stakeholder programmes or code of conducts.
- Information is also requested on the CO<sub>2</sub> and water footprint, on supply and value chains as well as on resource efficiency and innovative product cycles.

**The range:** women's and men's wear, performance wear, shoes, accessories, jewellery, lifestyle and home textiles as well as beauty

**The range:** contemporary, casual and urban wear, denim, street and sportswear and business looks

**The Community:** key retail buyers and representatives, journalists, editors, bloggers, content creators, and others

**The setting:** At the same time, around 600 showrooms with almost 1,000 national and international fashion brands open their doors in the order hotspots for the Düsseldorf Fashion Days.



# PREPEEK

## Content creation in action.



### Prepeak. The stories.

Our window to the world: an exclusive, three-day networking event for the (social-)media affine community: content creators, bloggers, YouTubers, journalists and multipliers. The Prepeak supports to make the attitude visible and to spread fresh sustainability impulses. Our goal is empowerment & support on two floors:

### EXPRESSION – Boutique & Spaces.

In the Prepeak Boutique the multipliers can create their own look from sustainable brands in the areas of fashion, accessories and lifestyle. At the Expression Floor the future collections will be staged: the content creators can look forward to a free professional photo shoot in various different sceneries, which they can choose themselves. For styling, make-up and shooting, a professional team is available and perfect content can be shared immediately.

### EXPERIENCE – Work.Talk.Community.

The Experience Floor makes the **Neonyt** community live in an exclusive but relaxed and informal atmosphere experience: Meet-ups promote networking, workstations motivate people to become active to become active, various talk formats raise awareness for relevant topics. Suggestions for topics and applications as speakers for our panel & community talks are gladly accepted. Although the Prepeak is exclusively reserved for creators, there will also be **open-house events** for all exhibitors and trade visitors. Without professional photo shoots, but with topics of general interest interest on the stage and a loungy get-together of retailers, labels and community.



# PREPEEK

## The rates

Services*	Package 1	Package 2	Package 3
Number of items of clothing	5	10	bis zu 15
Included in the Prepeak post	x	x	x
Usage rights / share photos possible (on social media channels)	x	x	x
Documentation (afterwards, participating brands will receive photos of the looks for use on their social media channels).	x	x	x
Exclusive Instagram Story	-	-	x
Price	1,199 €	1,999 €	2,699 €
Price for exhibitors	499 €	999 €	1,699 €



\* All the aforementioned prices and contributions do not include the legally applicable value-added tax. The clothing/accessories of the brands are freely and individually assembled and combined. We are therefore unable to guarantee that the garments/accessories submitted will be used.

# PREPEEK Cooperations.

## Content Partner Talk – presented by



### Partner:

Participation in a panel talk in the Prepeak area: Substantive participation with an entrepreneurial perspective in a discussion round on a self chosen topic (after consultation with **Neonyt Düsseldorf**).

### Service Neonyt Düsseldorf:

Will provide the platform including moderation and discussion partners (possibly selection of your own discussion partners after consultation possible with **Neonyt Düsseldorf**), mention as presenting partner for the corresponding talk in program and the Prepeak invitation, integration via social media.

cost of the package  
plus VAT.

**€ 3,500**

# PREPEEK Cooperations. Host Special Event.



## Partner

Presentation of your company at a meet-up or get-together including access to Prepeak; using an action area as an event, which the company is responsible for and supported by **Neonyt Düsseldorf**. Examples: tasting, product presentation, handing out goodies, cocktails and so on cocktails etc.

## Service Neonyt Düsseldorf:

Will provide the platform/action area, mention in the program and in the Prepeak invitation, mention via social media.

cost of the package  
plus VAT.

**€ 2,500**

# PREPEEK Cooperations. Expression Area. The Space.



## Partner:

Presentation of your own brand in the form of an innovatively designed photo space, which is available to multipliers for their shootings. Our Design Studio is available to advise you on the conception and implementation. A cooperation is only possible if it fits to the chosen topics and the design of the respective issue. We gladly accept suggestions for topics and ideas.

## Service Neonyt Düsseldorf:

Development of the platform/space in the Expression Area of the Prepeak Area. Planning and implementation of the design on site. Mention in the program, mention via social media in a joint post.

Acquisition costs for the design and implementation (e.g. furniture, prints, colors, floors etc.) are not included in the price. In the Expression Area of the Prepeak Area there are several spaces, which serve as background for the shooting. We can therefore guarantee that the content creators will be able to shoot in the designed space of the respective brand.

cost of the package  
plus VAT.

**€ 4,500**

# KNOWLEDGE AREA

## The certification process.

We offer you the ideal setting for your stories around the topics of certifications, sustainable innovations and safety standards in work to tell conditions.

Our offer include:

- Opportunity for your presentation (1 high table, 2 bar stools, 1 pylon with light bar and branding, 1 brochure stand, 1 wastepaper basket as well as electricity and light)
- Involvement via social media during the event
- Mention of the company name on neonyt-duesseldorf.com

**6 sqm / € 1,700**



# DÜSSELDORF

## The capitol of creativity.

For many decades, Düsseldorf has been a melting pot for art, culture, design and fashion. Hardly any other city in Germany is as characterized by creativity and inventiveness as Düsseldorf. Whether it's the world-renowned Academy of Art, famous museums, renowned architectural firms, large media and advertising agencies or, of course, the vibrant fashion scene – Düsseldorf is a city that provides the ideal breeding ground for new ideas and innovations. At the same time, the city is an international business center with a variety of industries.

### **The global village on the Rhine**

Global flair meets short distances – that's what makes Düsseldorf so unique. The fashion industry in particular takes advantage of this. It is only minutes from the world-famous Königsallee with its high fashion boutiques to the showrooms of established brands. The creative fashion scene can be found just up the river in the Loretto district and the adjacent Medienhafen. In between: Gastronomy in every form, from international star cuisine to authentic Rhenish indulgence. Düsseldorf is not only the No. 1 industry meeting and order location, but also a lively metropolis of enjoyment that is always worth discovering new.



And Düsseldorf is even more: In 2007, the city was awarded the nationwide title of Capital of Fair Trade. Since 2011, the city has also been a Fairtrade Town. These awards recognize the diverse commitment of citizens and the city administration to do their part to achieve the ambitious climate targets and become climate-autonomous by 2035.

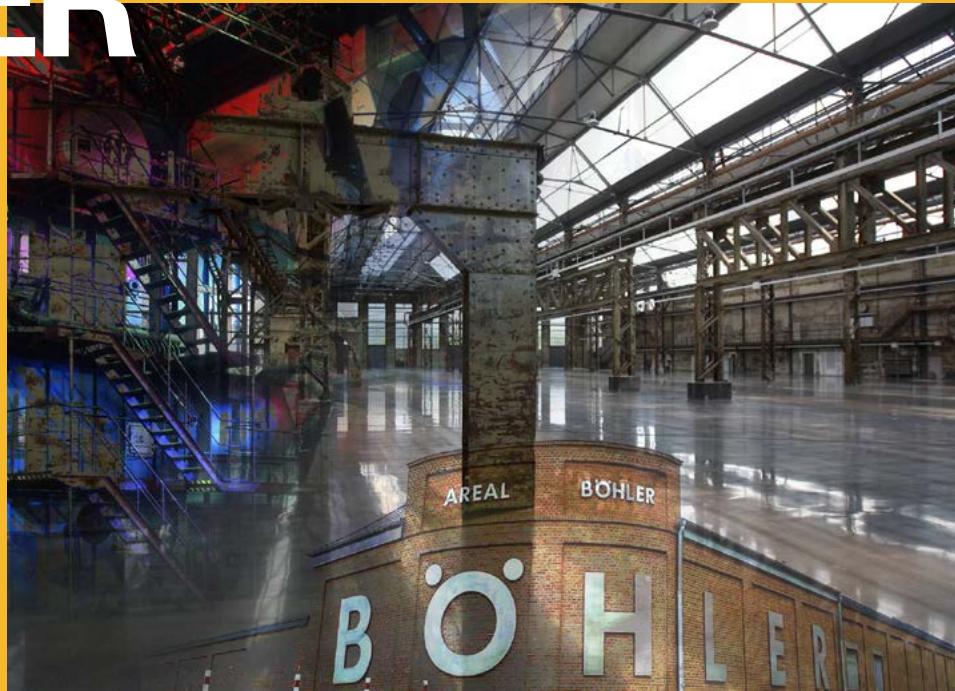


# AREAL BÖHLER

## Sustainability in built form.

Just 30 years ago, steel was still produced, processed and traded on the Areal Böhler. Today it is a stunning event location with a unique ambience. Twice a year, the imposing industrial backdrop, which is over 100 years old, provides the stage for the Neonyt Düsseldorf. And hardly any location could be more suitable for this event. After all, what could be more sustainable than transforming existing buildings and giving them a new use?

In the buildings „Alte Schmiedehallen“, „Kaltstahlhalle“, „Altes Kesselhaus“, „Halle am Wasserturm“, „Alte Federnfabrik“ and „Glühofenhalle“ fashion, shoes and accessories can be perfectly staged. In the meantime, the Areal Böhler has also developed into a new scene magnet with cool gastronomy locations. Among others, Les Halles, Rigatoni & Riesling, the Böhler Café and MagazinDrei characterize the new attitude to life in AREAL BÖHLER PARK, which attracts people far beyond Düsseldorf as a city oasis with an industrial feel.

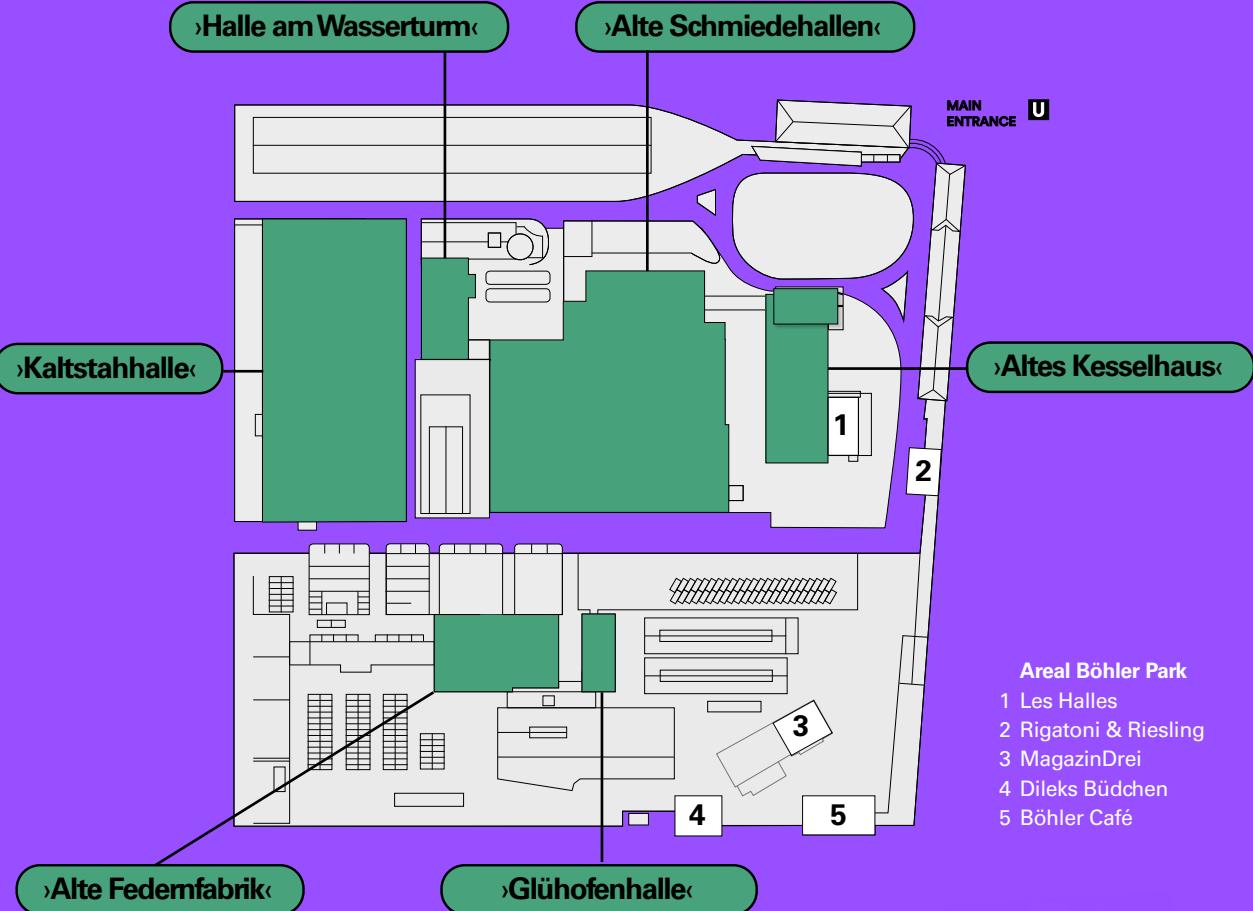


# ACCESS all areas.

## „Fashion city“ Düsseldorf

With its industrial backdrop, the Areal Böhler offers the optimal ambience for successfully staging fashion.

- ➔ Just 15 minutes to Düsseldorf city centre, the main railway station and the airport
- ➔ Direct transport link to all motorways
- ➔ Parking options for exhibitors and visitors
- ➔ Local public transport – stop leaves you right by Areal Böhler



# Contact us

Do you want to become part of the Düsseldorf community?  
[Here](#) are our application documents.

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