

# Press Release

Düsseldorf, June 2023

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

**NEONYT**  
DÜSSELDORF

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## LET'S GO FOR IT!

After the highly successful joint kick-off in January, FASHN ROOMS and Neonyt Düsseldorf will for the second time now be opening their doors side by side at Areal Böhler, from 22 to 24 July. Over 300 brands make the two B2B trade shows organised by IGEDO EXHIBITIONS one of the most relevant order events, which – thanks to its concept and mind-set – is that decisive step ahead: on its way towards an innovative, sustainable and fair textile and fashion industry.

“Like everywhere in this industry, every investment is now being questioned. With good concepts and educational lectures and discussion, the right neighbourhoods and an appealing atmosphere we have succeeded in attracting the interest of further brands,” says Ulrike Kähler, Managing Director of IGEDO EXHIBITIONS who will, once again in July, be presenting a both entertaining and informative line-up of content – some highlights in a nutshell:

### START-UP AREA

Completely new to FASHN ROOMS and Neonyt Düsseldorf are the Start-up Areas which are located in prime positions in their respective halls: platforms specifically for innovative labels, talented designers and fashion entrepreneurs. These Areas feature companies that have been on the market for a maximum of five years.

### THE STAGE – the big stage at ›Alte Schmiedehalle‹

Here, Breakfast Talks allow everyone to kick off each new trade show day with all the info at their fingertips – featuring an absolute highlight this year: Marc Ramelow (Managing Partner of Gustav Ramelow KG – looking back on company history since 1872 and with 8 branches to their name) will be talking to Anja Probe from TextilWirtschaft magazine. In addition, the first Green Product Award for Fashion and the award Mode.Mut.Mann. will be presented here by VDMD.

### PREPEEK – the small, exclusive stage of Neonyt

There can be no Neonyt without Prepeek, the exclusive event for content creators. Here, various talks and panel discussions will be hosted in a personal setting: as an Open House from 3.00 pm for all parties interested.

Especially worth highlighting here is the guided press tour and subsequent Prepeek Talk with Andrea Gerhard, actress and host of the sustainability podcast “ZWEIvorZWÖLF”. She deliberately uses her platform to speak about fair fashion, food choices or the importance of engaging with politics. July will also see her do so at Neonyt Düsseldorf.

### KNOWLEDGE AREA

The Knowledge Area organised as part of FASHN ROOMS and Neonyt Düsseldorf is the centre for knowledge transfer. This time, it will be all about the EU GREEN DEAL providing information on the associated new legislative challenges facing the fashion sector. Daily “talk tours” will provide help and assistance on such issues as the Supply Chain Due Diligence Act, new reporting duties, certifications, and the development of authentic experience worlds at the POS.

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Igedo Exhibitions GmbH & Co. KG

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## SHOWROOM CONCEPT

A classic re-discovered: as part of the Showroom Concept fashion agencies and premium brands can showcase their collections in their own space already one day before the trade show starts. One of the newcomers at this edition will be Agentur Wunschnaht with its labels Edwin, Lyle&Scott, Taion, Sandquist...

## BRAND PREVIEW SUMMER 2023

### FASHN ROOMS

Design & Contemporary: Mat Fashion, La Vaca Loca, Neirami, Privatsachen, Catherine André  
Accessoires: Anna Kaszer, Butapana, House of Ord, Freedom Moses

### SHOWROOM CONCEPT

Agentur Klauser: Bombers, Duvetica, Majestic Filatures, Lunario Cashmere ... Agentur Kudla: Blue de Genes ...

Agentur Hinterhof: Des petits hauts, Wool & Co. ...

Agentur Wunschnaht: Edwin, Lyle&Scott, Taion, Sandquist ...

In addition: Desigual, Gabba Jeans, Luis Trenker, Studio Seidensticker, Woodbird Sportswear

\*Neonyt Düsseldorf

Residents: Kings of Indigo, wunderwerk, Greenbomb, Melawear, Les Racines du Ciel, thies

New-In: Lana, eve in paradise, Softclox, Cano Shoes

### Come together!

With **FASHN ROOMS** and **Neonyt Düsseldorf** IGEDO EXHIBITIONS boasts concentrated fashion expertise on the principal order dates for the textile and fashion industries at Germany's No. 1 order destination.

The combined ticket for **FASHN ROOMS** and **Neonyt Düsseldorf** is available at <https://fashn-rooms.com> / or <https://neonyt-duesseldorf.com>

**FASHN ROOMS & Neonyt Düsseldorf - 22 - 24 July 2023, Areal Böhler**  
**SHOWROOM CONCEPT - 21 - 24 July 2023, Areal Böhler,**

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

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## DATES

**FASHN ROOMS**  
Showroom Concept

**22 to 24 July 2023**  
**21 to 24 July 2023**

**Neonyt Düsseldorf**  
licensed by Messe Frankfurt Exhibition GmbH

**22 to 24 July 2023**

**SHOES DÜSSELDORF**

**27 to 29 August 2023**

The activities of IGEDO EXHIBITIONS:

Further details on **FASHN ROOMS**  
Further details on **SHOES DÜSSELDORF**

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

[fashn-rooms.com](http://fashn-rooms.com)  
[shoes-duesseldorf.com](http://shoes-duesseldorf.com)

Further details on **Neonyt Düsseldorf**  
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[neonyt-duesseldorf.com](http://neonyt-duesseldorf.com)

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