From 2-4 July 2019, Neonyt will transform Kraftwerk Berlin into the global hub for fashion, sustainability and innovation with 170 international labels, making the tradeshow the world’s biggest hotspot for progressive, sustainable fashion and technological innovations.

Numerous speakers from renowned institutions and companies will be driving forward the change of fashion with unmissable talks and discussions on the issues that matter.

Microplastics and ocean pollution, Fridays for Future and unprecedented election results – climate change and the solutions for a sustainable future are the topics currently dominating our society.

Like no other platform during Berlin Fashion Week, Neonyt tackles the challenges of the fashion world of tomorrow head on. At Kraftwerk Berlin, industry participants can look forward to browsing a wide array of progressive fashion by 170 international sustainable labels and, during a three-day event line-up, also receiving answers to the pressing questions facing the future of fashion.

"With Neonyt and its predecessors Greenshowroom and Ethical Fashion Show, we have been synonymous with sustainable fashion for ten years now. We have stayed true to Berlin, the top destination for sustainability, to increase awareness and acceptance of this topic. And thanks, in a large part, to Neonyt, Berlin Fashion Week is now the world’s most important hub for sustainable fashion, which gives it a real USP over the other Fashion Weeks," says Olaf Schmidt, Vice President of Textiles & Textile Technologies at Messe Frankfurt.
Trailblazers and shooting stars
The summer edition of Neonyt features a line-up of international trailblazers in sustainable fashion including Bleed, Dedicated, Degree Clothing, Ecoalf, Erdbär, Jan ’n June, Langer Chen, Lanius, Les Racines du Ciel, Melawear, Nat-2, PeopleTree, Pyua, Rhumaa and SKFK. Returning brands include Recolution, Lovjoı, Mud Jeans and Feuervogl, who will be joined by first-time exhibitors such as Wunderwerk and Derbe Hamburg.

“The ground and mezzanine floors of Kraftwerk are booked to full capacity with 170 labels in total. We are delighted that countless cool, urban labels are recognising Neonyt as the epicentre of sustainable fashion. And, for the first time, we even have a waiting list due to the huge demand,” explains Thimo Schwenzfeier, Show Director of Neonyt.

Sustainability is coming to retail
At the upcoming summer edition, Neonyt will be putting the spotlight on conventional retailers in order to bring the topic even closer to the end consumer. As part of the newly created Retail Forum, over two days there will be talks and discussion panels featuring renowned speakers on highly topical, turnover-related retail topics.

The list of speakers taking to the stage includes Dr Daniel Terberger from Katag, Marc Ramelow from the fashion chain store of the same name, Bernd Keller from True Standard, Hannah Kussel from Das Gerber and representatives from Tchibo, WWF, Zalando and the United Nations.

On a separate space and in a keynote speech under the title “Econic Goods of Gerber”, Stuttgart shopping centre Das Gerber will be presenting its shop floor vision of how sustainability can be
seamlessly embedded into existing POS surroundings.

Germany’s Federal Ministry of Economic Cooperation and Development (BMZ) will also be represented at the launch of the Grüner Knopf (Green Button) sustainability standard. And before the tradeshow officially begins at 9:00 am, Neonyt is offering retailers a daily, complimentary Retail Breakfast – for a laid-back and well-informed start to the day from 8:30 am in the sunny garden of Kraftwerk.

Source: Messe Frankfurt Exhibition GmbH