

GOODBYE BERLIN - HELLO FRANKFURT

PREMIUM / SEEK AND NEONYT SWITCH FROM THE SPREE TO THE MAIN



- **Frankfurt am Main is to become the "new hotspot of the international fashion and lifestyle scene"**

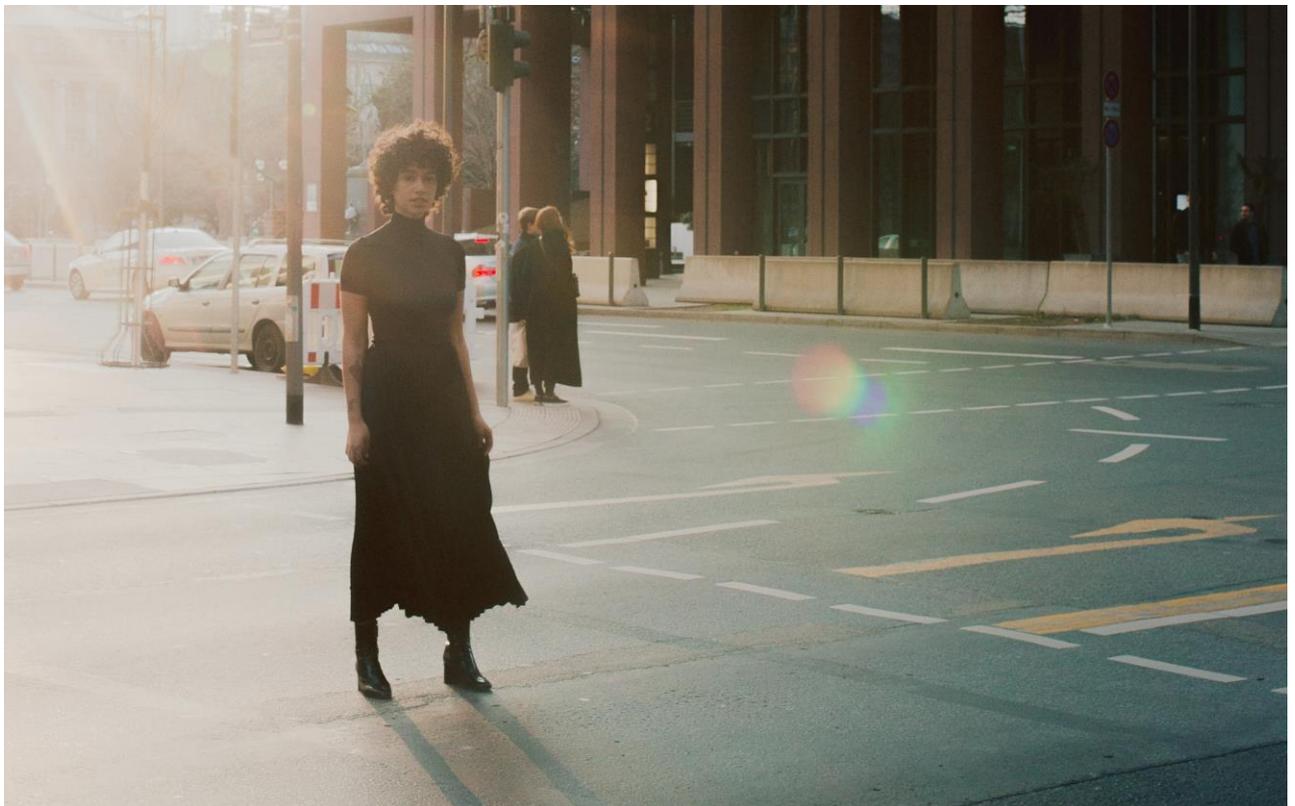
Messe Frankfurt and Premium Group launched the Frankfurt Fashion Week yesterday, on June 8, 2020, under the title "Unveiling The Unexpected". From summer 2021, the Rhine-Main metropolis will become the new home for a future-oriented fashion and lifestyle community, with trade shows, conferences, runways and events based on the two pillars of digitization and sustainability, according to the two exhibition companies.

The kick-off for Frankfurt Fashion Week is planned for summer 2021. Joining forces to get the event off the ground are the world's largest trade fair, congress and event organiser with its own exhibition grounds – Messe Frankfurt – and the organiser of Europe's biggest fashion fair – the Premium Group – as the initiators, as well as the City of Frankfurt am Main and the German state of Hesse as hosts. Together they aim to create a brand-new ecosystem for tradeshow, conferences, runway shows and events for professionals and consumers in Frankfurt am Main.



“This will transform the financial centre of Frankfurt into a new hotspot for the international fashion and lifestyle scene and create a new, international fashion metropolis. Organising a Fashion Week in Frankfurt presents a unique economic opportunity for the City of Frankfurt am Main. We are expecting positive knock-on effects with the generation of more than 200 million euros per year for our hometown and the region,” emphasised the Senior Mayor of the City of Frankfurt am Main at press conference.

“It will bring a huge boost to the local hotel, hospitality and transportation sectors. Frankfurt is renowned for its style-defining impact on art, architecture and design and its unique club, bar and restaurant scene. Frankfurt Fashion Week will now also increase our appeal as an international fashion hotspot. We will be conveying the fashion and design theme to the rest of the city and complementing it with our own exciting events. It makes me proud that we have been able to attract these three prominent tradeshows with no less than 2,000 exhibitors from Berlin to Frankfurt,” concluded Feldmann.



“Securing this unique event for Frankfurt am Main is a huge opportunity to strengthen our image both nationally and internationally. In the next few years, the city is prepared to provide the necessary funds to show people from near and far that creative Frankfurt has what it takes to host a Fashion Week. Together with the State of Hesse and Messe Frankfurt, we, the City of Frankfurt, really want Frankfurt Fashion Week to get off to a flying start and make the city the fashion hotspot of Germany. And we will play our part in that,” adds Mayor and City Treasurer Uwe Becker, who together with the Councillor for Economic Affairs Markus Frank highlighted the development opportunities of Fashion Week in Frankfurt am Main.

Banking capital and fashion metropolis

Skyscrapers and turn-of-the-century villas. Architectural eyesores and structural masterpieces. Business and culture. Red-light district and luxury shopping. It is against this backdrop that Frankfurt Fashion Week aims to inspire new momentum.

“The Rhine-Main Region is predestined to host an internationally significant event of this magnitude. We are cosmopolitan and international: out of the 6.2 million people living in Hesse, one third have their roots in other countries. And that makes the fashion here just as diverse and individual. At the same time, an event like the upcoming Frankfurt Fashion Week is of huge economic significance for Frankfurt as a trade fair location. It is sending out an important and positive signal to an industry that has been particularly hard hit by the fallout of the coronavirus pandemic. The State of Hesse is committed to sustainable business practices, the conservation of resources and climate protection. Promoting the creative industries has been the aim of Hesse’s economic policy for years now. And as Frankfurt Fashion Week has made sustainability its overarching theme, it’s also a real gain from that perspective. There couldn’t be a better fit for Frankfurt and the State of Hesse,” says Tarek Al-Wazir, Hesse’s Minister of Economics, Energy, Transport and Housing and Vice Minister-President.



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A core component of Frankfurt Fashion Week are Europe’s biggest fashion fairs: PREMIUM, Europe’s relevant business platform for advanced women’s and menswear, SEEK, one of the most progressive tradeshows for contemporary fashion, and NEONYT, the leading hub for sustainable fashion. Together with the Fashionsustain and Fashiontech conferences, they are moving from Berlin to Frankfurt am Main.

“Five platforms, three tradeshows, two conferences, over 2,000 designers, brands and fashion companies – Frankfurt Fashion Week will become an extremely attractive and relevant destination for the international fashion business. We believe in the concept of a physical Fashion Week, but one that is different to anything we have seen before. Frankfurt Fashion Week will enable us to fully play to our textile strengths gained from over 50 textile tradeshows worldwide. And it will result in new synergies along the entire supply chain”, stated Detlef Braun, Member of the Executive Board of Messe Frankfurt.



Detlef Braun, Member of the Executive Board of Messe Frankfurt



Anita Tillmann,
Managing Partner of the Premium Group

“Frankfurt Fashion Week is purposely aimed at a forward-looking, digital-savvy fashion and lifestyle community. B2B, B2C, B2P, P2P – all avenues are open. A synthesis of fashion, lifestyle, digital innovations and sustainability is always guaranteed to result in something new and unexpected. And that is exactly our aim. Unveiling the unexpected. Frankfurt is a fresh, new location for this. We’re looking forward to it,” says Anita Tillmann, Managing Partner of the Premium Group.

New Technology meets Applied Sustainability

Frankfurt Fashion Week wants to pool fashion, design, sustainability and technology, giving rise to unexpected cooperations and showing what is already possible today. 'Applied Sustainability' and 'Applied Digitisation' form the strategic pillars of the event. Frankfurt Fashion Week will make innovative, more sustainable products, collections and business models accessible to the wider market. At the same time, it also promotes the future-oriented interconnection of fashion and technology as part of the real-digital reality.