

28–30/01/2023



# NEONYT

licensed by  
Messe Frankfurt Exhibition GmbH  
organized by Igedo Company

# Change the set-up.

From Paris to Berlin to Frankfurt and now to the whole world. Since its foundation, Neonyt has established itself as the most relevant B2B community platform for fashion, sustainability and innovation in the last two decades. The international fashion business is big, as is Neonyt's responsibility as an order platform and trend spotter in the sustainable sector, as well as the interest in the brand worldwide: Messe Frankfurt recognises the lighthouse potential of the event as a pioneer and is rolling out Neonyt internationally. In the B2B segment, Neonyt in Germany will take place in Düsseldorf from January 2023.



Neonyt goes Düsseldorf – from January Neonyt licensed by Messe Frankfurt Exhibition GmbH will take place twice a year at Areal Böhler as a B2B event. Further satellites in an international context are already planned.

Messe Frankfurt in Germany is now taking the first step together with the Igedo Company, which means that from now on Igedo will be taking over the full operational planning and implementation of Neonyt licensed by Messe Frankfurt Exhibition GmbH in Düsseldorf.

Since its foundation in 1949, the Igedo Company has stood for exceptional expertise in the fashion sector and has firmly established itself in the international order environment with its events in Düsseldorf.

In future, Neonyt will be held as a licensed event at the same time to FASHN ROOMS and thus in the fashion metropolis of Düsseldorf. Neonyt thus joins a successful mix of international brands. The strictly sustainable range of Neonyt is located next to the FASHN ROOMS segments agencies & premium brands (Showroom Concept), contemporary & design as well as accessories and shoes and finds a new home.

Not only exhibitors and professional visitors get their money's worth there. FASHN ROOMS in Düsseldorf is also known for its range of content creators – this also corresponds to the Neonyt licensed by Messe Frankfurt Exhibition GmbH community DNA and brings with it multiplication potential.

# NEONYT

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Messe Frankfurt Exhibition GmbH



Olaf Schmidt  
Vice President Textiles &  
Textile Technologies  
Messe Frankfurt Exhibition

We are very happy to welcome the Igedo Company for cooperation to have won. The Neonyt and their cross-sector community are in good company in Düsseldorf and the trade fair landscape as well as the sustainable textile and fashion scene will benefit from it – meet here know-how and professionalism innovative spirit and consistency.



Ulrike Kähler  
Managing Director  
Igedo Company



We are, of course, very pleased to have the opportunity to work intensively on Neonyt's next stage of development. At the same time, this not only reinforces the position of Düsseldorf as a fashion centre but also shows us the undisputed esteem in which we as the Igedo Company are held in the industry, even in our 73rd year of existence. Now, we must roll up our sleeves and work together closely to achieve the next targets set for Neonyt in Düsseldorf.



# Change. Fashion.Together.

Changing fashion together in the long term: authentic, immediate and transparent. The past has clearly shown how important this is. How much we can achieve together, proves the cohesion of our Cross-sector community. Also, with the new home base in Düsseldorf, it is important to continue to advance sustainability together driving and impetus for an attitude change in the broad to put public. How to proceed is up to you – at the Neonyt in Düsseldorf.

**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

Trade Show

# NEONYT

**Prepeek**  
exclusive collection feedback  
obtained from content creators

Knowledge Area

Fashionsustain

build your  
own  
experience.

# FASHIONSUSTAIN

## 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 organizational structures. Purpose is the buzzword of the day.**

This dynamic and the temporary coming together have a special impetus. Temporary communities are created that, depending on the location and setting, awaken different facets of their protagonists, inspire progressive ideas, bring like-minded partners together and initiate new business with impact.

Mutability, innovation, agility: these are also the topics that will determine the future and success of manufacturers, suppliers, brands and retailers in the fashion and textile industry, especially at this time.

Reinventing oneself again and again is also part of the DNA of Fashionsustain: whether with an international orientation and on a large stage at international Fashion Weeks and leading trade fairs of the industry, as a spin-off at fashion and lifestyle events, as a regionally oriented City Edition or a multi-day format with strong discussions for end consumers.

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 end consumers directly.

Physical, hybrid and digital. So far in Berlin, Frankfurt am Main, New York, Los Angeles and Shanghai. In each place, a temporary Purpose Community is being created.

The next stop of Fashionsustain is Düsseldorf, parallel to Neonyt licensed by Messe Frankfurt Exhibition GmbH and FASHN ROOMS in January 2023.



# Sustainable Development Goals and Neonyt.

As a brand within Messe Frankfurt's Texpertise Network, Neonyt also promotes and supports the 17 Sustainable Development Goals (SDGs) together with the Conscious Fashion and Lifestyle Network and the United Nations Office for Partnerships (UNOP). The aim is direct dialogue and exchange with a cross-sector community to inspire action and contribute to achieving of the SDGs.

The entire industry is responsible for finding and implementing solutions for social, economic and environmental change and for anchoring the SDGs in global textile value chains. We are in the decade of action and it is up to the global community to contribute to the achievement of the Sustainable Development Goals by 2030 and to take responsibility for addressing the environmental and social challenges.

Neonyt plays an important role in activating and networking the textile and fashion sector to contribute to the achievement of the SDGs.

Also in Düsseldorf, Neonyt licensed by Messe Frankfurt GmbH positions itself with a consistently sustainable agenda and pushes the transformation towards a modern, resource-efficient industry. All exhibitors are subject to a strict sustainability check, which is a prerequisite for participation in the event in addition to the fashionable curation.

The 17 SDGs are in the spotlight at Neonyt licensed by Messe Frankfurt Exhibition GmbH – whether in panel discussions, at press conferences, in lounges or on social media – the commitment extends far beyond the event period.





# DÜSSELDORF

## The City.

### **VISIT DÜSSELDORF – Welcome to the Rhineland.**

Fashion, art & Rhenish hospitality – in addition to fashion, Düsseldorf also stands for art & architecture and a wide variety of gastronomic concepts.

In the middle of the 20th century, Düsseldorf developed into a fashion metropolis and is still an international economic center in the heart of Europe with a wide variety of industries.

The great fashion designers are on the Königsallee represented inside; Düsseldorf's own creative scene is located in the district around Lorettostraße and in the new media harbour.

Be it art, architecture, theatre, ballet or music – Düsseldorf plays a decisive role internationally when it comes to culture; the concentration of museums is second to none. In addition, the city is peppered with top-class architecture – the Gehry buildings at the Medienhafen and the Kö-Bogen by Daniel Libeskind are two prominent examples. Relaxed atmosphere, modern design or cozy, good drinks and delicious food. Düsseldorf offers a wide variety of

locations and everything that goes with it. The right place for every taste, good atmosphere always guaranteed!

**Use your stay in Düsseldorf not only for the order but get to know and love Düsseldorf!**

### **Meeting point no. 1 for the industry**

Düsseldorf is and will remain the ordering location for the fashion and shoes business in Germany, enjoys an international reputation and is vitally important as a business location.

Düsseldorf scores with short distances and concentrated ordering options and brings together the most diverse players in the fashion industry.

Areal Böhler is infrastructurally connected to the order centers via our shuttles. Numerous networking and event formats give the industry space for professional and informal exchange.



# AREAL BÖHLER

## The new homebase of Neonyt in Düsseldorf.

**Inspiring, overwhelming & high-quality – simply different: Areal Böhler inspires Europe's fashion people. The place to be in Düsseldorf!**

On the 100-years old area, where steel was produced and processed between 1915 and 1993, the extraordinary and individual atmosphere captivates today. The imposing industrial backdrop with indoor crane, boiler plant, concrete pillars and massive steel girders provides the framework.

Since the continuous construction and expansion, beginning in July 2012, Areal Böhler has matured into a highly authentic event location with contemporary industrial charm that is unique in Germany.

In the halls ›Alte Schmiedehallen‹, ›Kaltstahlhalle‹, ›Altes Kesselhaus‹, ›Halle am Wasserturm‹, ›Alte Federnfabrik‹ and ›Glühofenhalle‹, fashion, shoes and accessories can be perfectly staged in today's and necessary sense of the zeitgeist.

### Gastronomy Quarter

The Areal Böhler has meanwhile established itself as a new hot spot with cool gastronomic locations: ›Les Halles‹, ›Böhler Café‹ and ›MagazinDrei‹ all reflect the new attitude towards life in the AREAL BÖHLER PARK. A cool city oasis with authentic industrial feeling attracts people far beyond Düsseldorf. A new modern place beyond the usual city centre culinary experience that invites you to breakfast, lunch and dinner.



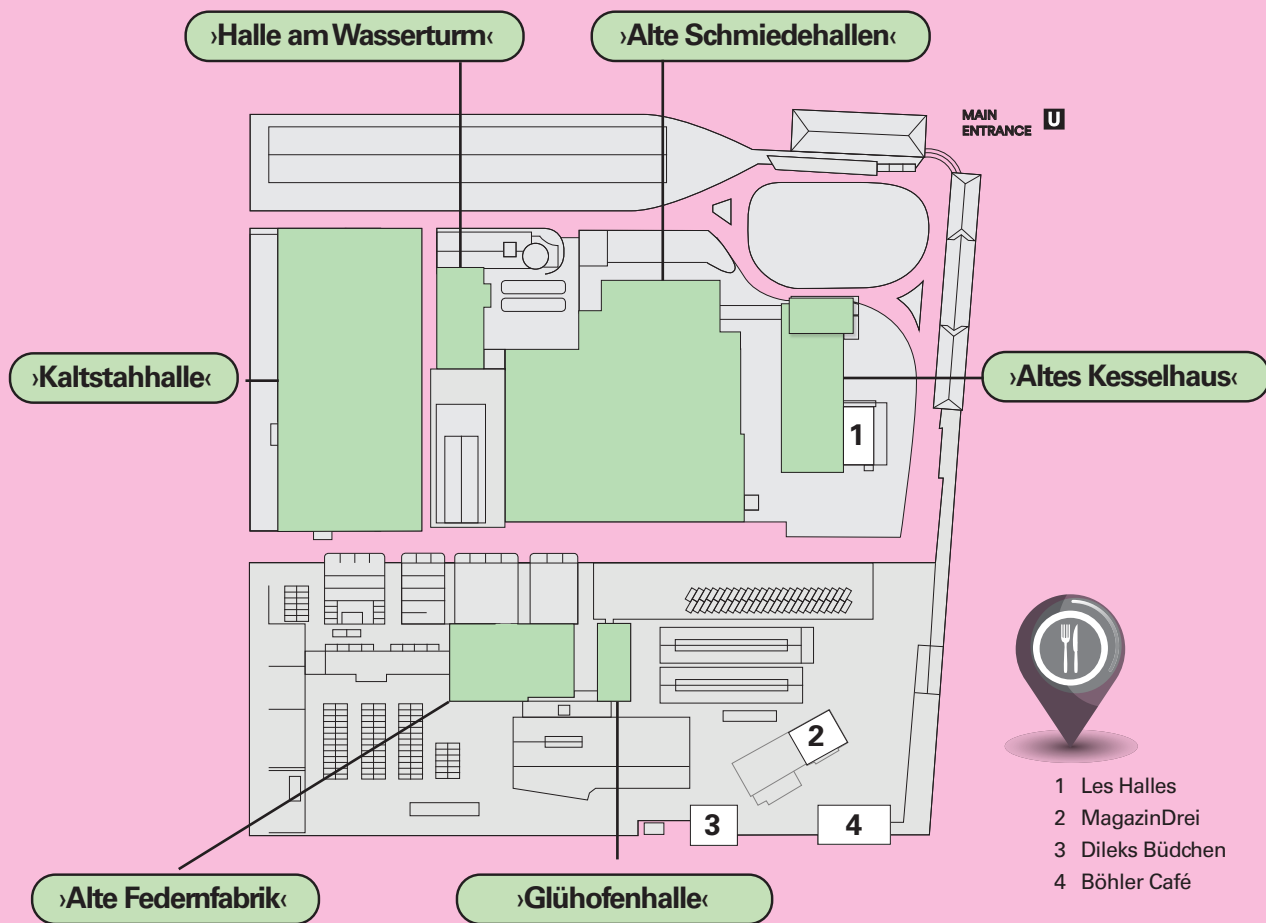


# AREAL BÖHLER

## „Fashion city“ Düsseldorf Hansallee 321

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



# TRADE SHOWS

**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 fashion, sustainable lifestyle and innovation.**

All the players in the industry for whom fashion and sustainability are inextricably linked meet at Neonyt licensed by Messe Frankfurt Exhibition GmbH. All exhibiting brands undergo a sustainability and style check. Interested labels must provide concrete information on ecological and social aspects of their sustainability and prove this, for example, with certificates and stakeholder programs or codes of conducts. Information on their CO<sub>2</sub> and water footprint, their supply and value chain, and information on resource efficiency and innovative product cycles is also requested. Only those who meet 70 % of the requirements, may exhibit. In addition to women's wear and men's wear, the range also includes performance wear, shoes, accessories, jewelry and beauty, from contemporary, casual and urban goods to denim, street and sportswear and business looks.

Neonyt is the business and communication platform for fashion trends and future topics. Here you will meet important buyers and representatives of the retail trade. Deepen your contacts to relevant communities. Present your collections and your brand and design concepts to journalists, editors, bloggers and content creators.

You can also benefit from FASHN ROOMS, which also takes place on Areal Böhler January 28-30, 2023. At the same time, around 600 showrooms with almost 1,000 national and international fashion brands will open their doors in the order centers during the Düsseldorf Fashion Days.





Prepeek is the event for content creators as part of Neonyt licensed by Messe Frankfurt Exhibition GmbH, which, in addition to fun with sustainable fashion, also conveys a deeper understanding of sustainability: in community talks, master classes and workshops, content creators are made aware of all topics relating to responsible and sustainable action in everyday life. For this purpose, we offer the exclusive opportunity not only to explore the latest collections of the Neonyt brands, but also to experience them: In the Prepeek boutique, the creators can put together their look and try it on in order to be professionally photographed in variously staged spaces.

#### **PREPEEK AT NEONYT licensed by Messe Frankfurt Exhibition GmbH**

The idea of Prepeek is simple: content creators get direct and exclusive access to selected products from sustainable Neonyt brands from the fashion, beauty and lifestyle sectors. The result is a large, curated wardrobe. Stylists help to find the ideal outfit. The result: professionally shot looks that can be immediately shared with the community on social media.

# **PREPEEK** **The stories.**

#### **EXPRESSION & EXPERIENCE**

The Prepeek area is divided into two areas:  
EXPRESSION – BOUTIQUE & SPACES  
EXPERIENCE – WORK.TALK.COMMUNITY

In the Prepeek area there is enough space for exchange and networking. At the same time there will be a shooting area here.

The three-day program provides additional sustainability impulses for the social media community.

# PREPEEK

## The rates.

Services*	Package 1	Package 2	Package 3
Number of items of clothing	5	10	up to 15
Included in the Prepeek post	x	x	x
Usage rights / share photos possible	x	x	x
Mention in the official Prepeek video (Usage right: share on Instagram)	–	x	x
Documentation	–	x	x
Exclusive Instagram Story	–	–	x
Price	999.00 €	1,799.00 €	2,499.00 €
Price for exhibitors	299.00 €	799.00 €	1,499.00 €

\* 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.

## Speaker Talk

### Partner:

Participation in a panel talk in the Prepeek area: substantive participation with an entrepreneurial perspective at a discussion board to a parent theme.

### Service Neonyt licensed by Messe Frankfurt Exhibition GmbH:

Provision of the platform incl. moderation and interview partners, named in the program: online and on-site, mention via social media in a joint post.

# for free

# PREPEEK Cooperations.

## Content Partner Talk – presented by

**Partner:** Participation in a panel talk in the Prepeek area: Substantive participation with an entrepreneurial perspective in a discussion round on an overarching topic.

**Service Neonyt licensed by Messe Frankfurt Exhibition GmbH:** Will provide the platform including moderation and discussion partners (possibly selection of your own discussion partners after consultation possible with Neonyt licensed by Messe Frankfurt Exhibition GmbH), mention as presenting partner for the corresponding talk in program and the Prepeek 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 Prepeek; using an action area as an event, which the company is responsible for and supported by Neonyt licensed by Messe Frankfurt Exhibition GmbH.  
Examples: tasting, product presentation, handing out goodies, cocktails and so on cocktails etc.

**Service Neonyt licensed by Messe Frankfurt Exhibition GmbH:** Will provide the platform/action area, mention in the program and in the Prepeek invitation, mention via social media.

cost of the package  
plus VAT.

€ 2,500



# 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](https://www.neonyt-duesseldorf.com)

**6 sqm / 1,700 Euro**



# Contact us

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# NEONYT

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Do you want to become part of the Düsseldorf community? Here are our application documents:  
<https://neonyt-duesseldorf.com/exhibitors/application/?lang=en>