

**27–29/01/2024**  
**Areal Böhler**

# **NEONYT**

## **DÜSSELDORF**

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# Where **CHANGE** becomes reality.

After the successful, joint trade fair year 2023, **Neonyt Düsseldorf** and **FASHN ROOMS** will open their doors again side by side again from January 27-29, 2024 and thus offer concentrated fashion competence at the the main ordering date in the usual relaxed and friendly atmosphere at the Areal Böhler in Düsseldorf, Germany's No. 1 ordering location.

## TWO FAIRS, TWO CONCEPTS, ONE LOCATION.

More than 300 brands make the two B2B-trade fairs one of the most relevant order events, which through a good concept & attitude as well as educational lectures and discussions, which is the decisive step ahead: on the way to a sustainable and fair textile and fashion economy.



From January 2024, the two formats will move even closer together – so for networking, the distances are shorter, and an optimized business environment is created. The strictly sustainable range of **Neonyt Düsseldorf** complements the **FASHN ROOMS** segments Agencies & Premium Brands, Contemporary & Design as well as Accessories and Shoes. With a combined ticket it is possible to visit both formats without any problems.

Also in Düsseldorf, **Neonyt** has established itself as an innovative event in the field of fashion with sustainability and responsibility. As an international B2B order platform and Melting Pot of the fashion industry it sets the pace for a greener, fairer and more carbon-neutral fashion business and continues to drive change in the international fashion metropolis.



# THE FAIR FAIR



## Five questions to Lavinia Muth

### **What is a preferred, sustainable material? How does Neonyt define a preferred, sustainable material?**

That is a really complex question, but, we as Neonyt tried to break it down for our landscape and our partners and we define a sustainable material a material that intends to sustain the status-quo and does no further harm to the people and the planet and in a best case scenario even gives more back to the soil for example than cultivation and harvest takes away. At Neonyt we define following materials as acceptable: organic or recycled cotton; recycled polyester or biodegradable polyester, recycled or biodegradable polyamide, ManMadeCellulosics (e.g. Lenzing fibers, Re:Newcell fibers), organic or RWS certified or traceable wool, RAS certified or traceable Alpaca, recycled down, recycled or IVN Best certified leather.

### **What aspects other than materials are important to tackle as a fashion brand when it comes to climate?**

Companies and brands can do so much apart from doing less good or doing additional good. We believe that real impact can only be generated holistically. So, using an alternative material is not enough to claim to be sustainable. Doing a charity once per year is not enough to be a good business. All aspects of the business operation like logistics and packaging and marketing and human resources should be checked and measured against indicators to effectively reduce carbon emissions and other waste and dangerous materials or outcomes. We should all aim for a wasteless world and wasteless businesses.

### **What does human rights due diligence mean and how do I conduct this as a fashion brand?**

Human rights due diligence is the absolute basic a company should do in order to take responsibility. It means that a company conducts regular risk assessments to ensure that human rights standards are not violated in their own company, as well as in supply chains. Unfortunately, due to shifting problems and responsibilities this has not been done properly in the last years in the fashion industry. Thanks to new laws in Germany and in the European Union, European fashion brands are now obliged to check which risks exist in their supply chains, how far grievance mechanisms have been implemented and other things. This can only be done by the company itself and based on right relationships and respectful communication.

### **What is the difference between minimum wage and living wage; what is a „fair“ wage/salary?**

A minimum wage is remuneration usually agreed upon through negotiations between government, industry and sometimes trade unions. We know that the national minimum wage is often not sufficient in many of the countries where our clothes are made. Therefore we pledge for the payment of so-called living wages. Earning a living wage allows workers to provide for themselves and their dependant's basic needs - including food, housing, education and healthcare as well as some discretionary income

for unexpected events. It should be earned in a standard workweek of no more than 48 hours and should be earned before bonuses, allowances or overtime, and after taxes.

### **What do transparency and traceability mean? Why is it so important for more sustainability in the fashion industry?**

In fashion, transparency is the practice of openly sharing information about how, where, and by who a product was made. Being transparent means publishing all information about every actor involved in the production process, from start to finish and it allows customers to know exactly what they're buying, with details from every step of the production process. To create full transparency, traceability is key. Supply chain traceability is the process of tracking the source and journey of products and their inputs, from the very start of the supply chain through to its end-use. By mapping the supply chain and sharing this data, a transparent sourcing and development process is guaranteed. Applying traceability to fashion supply chains means that consumers can also make informed decisions on their purchases based on what personally appeals to them and the item's environmental and social impact.

# From **IDEA** to ideal.

**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** supports the 17 Sustainable Development Goals. The entire industry bears responsibility, to find solutions for a social, economic and ecological change and to anchor the SDGs in global textile value chains.

We are in the Decade of Action and it is up to us to contribute to the achievement of the 2023 sustainability goals and to take responsibility for overcoming the ecological and social challenges.

**Neonyt** plays an important role in activating, networking and measuring the textile and fashion industry against its goals.

The **Neonyt Düsseldorf** and its cross-sector community stand for fashion and lifestyle, curiosity and future orientation, technical innovations and sustainable awareness.

**Neonyt Düsseldorf** is the meeting point to change fashion sustainably together and to set new impulses: Authentic, direct and transparent.



Trade Show

Start up

Prepeek

Knowledge Area



# 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.

# START UP AREA

To all sustainable start-ups in the fashion industry: we want you

## The perfect setting for newcomers

### → ADVANTAGES:

- Advantageous positioning of Start Up Area at **Neonyt Düsseldorf**.
- Announcement on the website, in newsletters and social media channels
- Regular integration in press relations
- Exchange in networking area

### → REQUIREMENTS:

- Newcomer
- Contemporary or innovative design
- Sustainable concept

### → OUR OFFER INCLUDES:

- 4 sqm of stand space in the area (freely designable)
- Branding on community pylon
- Collection rack or shelf
- Participation at the integrated networking area (with tables and chairs)
- Basic lighting
- Electricity connection incl. consumption
- Stand cleaning
- WIFI

### → INCLUSIVE

- Presentation of two garments in Prepeek Boutique

4 sqm/950,- €





# PREPEEK

## Content creation in action.



### PREPEEK.THE STORIES.

We have a lot of stories to tell, it is our window to the world - discover an exclusive, three-day networking event for the (Social)Media affine community: Content creators, bloggers, YouTubers, journalists, and multipliers.

The Experience Floor makes the Neonyt Düsseldorf community live in an exclusive but relaxed and informal atmosphere experience: Meet-ups promote networking, workstations motivate people to become active, various talk formats raise awareness for relevant topics. Suggestions for topics and applications as speakers for our Panel & Community Talks will be gladly accepted.

### EXPRESSION – Boutique & Space.

In the Prepeek Boutique we present the latest collections from sustainable brands in the areas of fashion, accessories, and lifestyle.

A foretaste of the future – collections from established brands, newcomers and designers form an exciting mix that all visitors can discover. Our boutique is open to all trade fair and professional visitors. The compiling and shooting of the looks are exclusively reserved for the influencers.

On the Expression Floor the future collections will be staged: The content creators can expect a free, professional photo shoot. For styling, make-up and shooting will be professional team, so that perfect content can be shared immediately, and brands can be tagged.

The Prepeek supports to make the attitude visible and to spread fresh sustainability impulses. Our goal is empowerment & support on two floors.



# Why PREPEEK?

## YOUR BRAND BENEFITS:

- New, refreshing images on social media, carried by content creators and industry leaders.
- Direct response to your collections.
- You can make new connections and exciting collaborations.

Prepeek is a unique experience and Neonyt Düsseldorf is the only sustainable fashion fair with this concept. We look forward to seeing you there!

## The rates\*

	Paket 1	Paket 2	Paket 3
Number of items of clothing	5	10	up to 15
included in the Prepeek post	x	x	x
Usage rights / share photos possible <small>(on social media channels)</small>	x	x	x
Documentation <small>(afterwards, participating brands will receive photos of the looks for use on their social media channels).</small>	x	x	x
Exklusive Instagram Story	–	–	x
Price	699.– €	999.– €	1,299.– €
Price of exhibitors	499.– €	799.– €	999.– €



\*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. 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 Prepeek 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.

cost of the package  
plus VAT.

# 2,500 €



# KNOWLEDGE AREA

## The certification process.

The Knowledge Area is a center of knowledge transfer. In July, it was dominated by the EU's Green Deal and provided and informed about the new legal challenges in the fashion sector. Daily talk rounds with, among others Marc Ramelow and representatives of the seal providers also offered assistance on topics such as the Supply Chain Compliance Act, new reporting obligations, certifications and the development of authentic experiences at the POS.

### 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://neonyt-duesseldorf.com)

**6 sqm / 1,700.- Euro**



# 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.



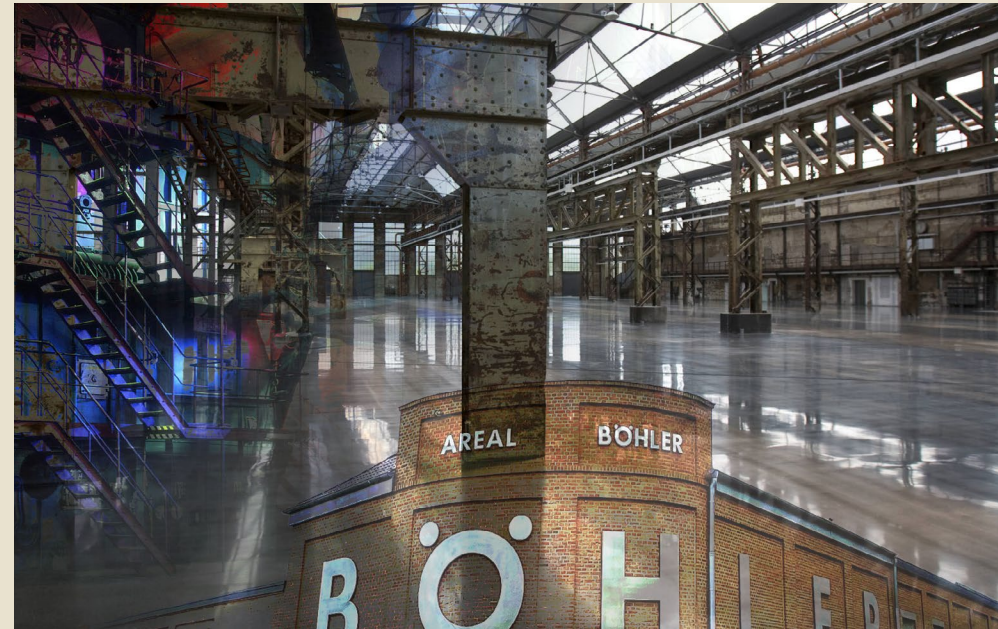


# AREAL BÖHLER

## 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?

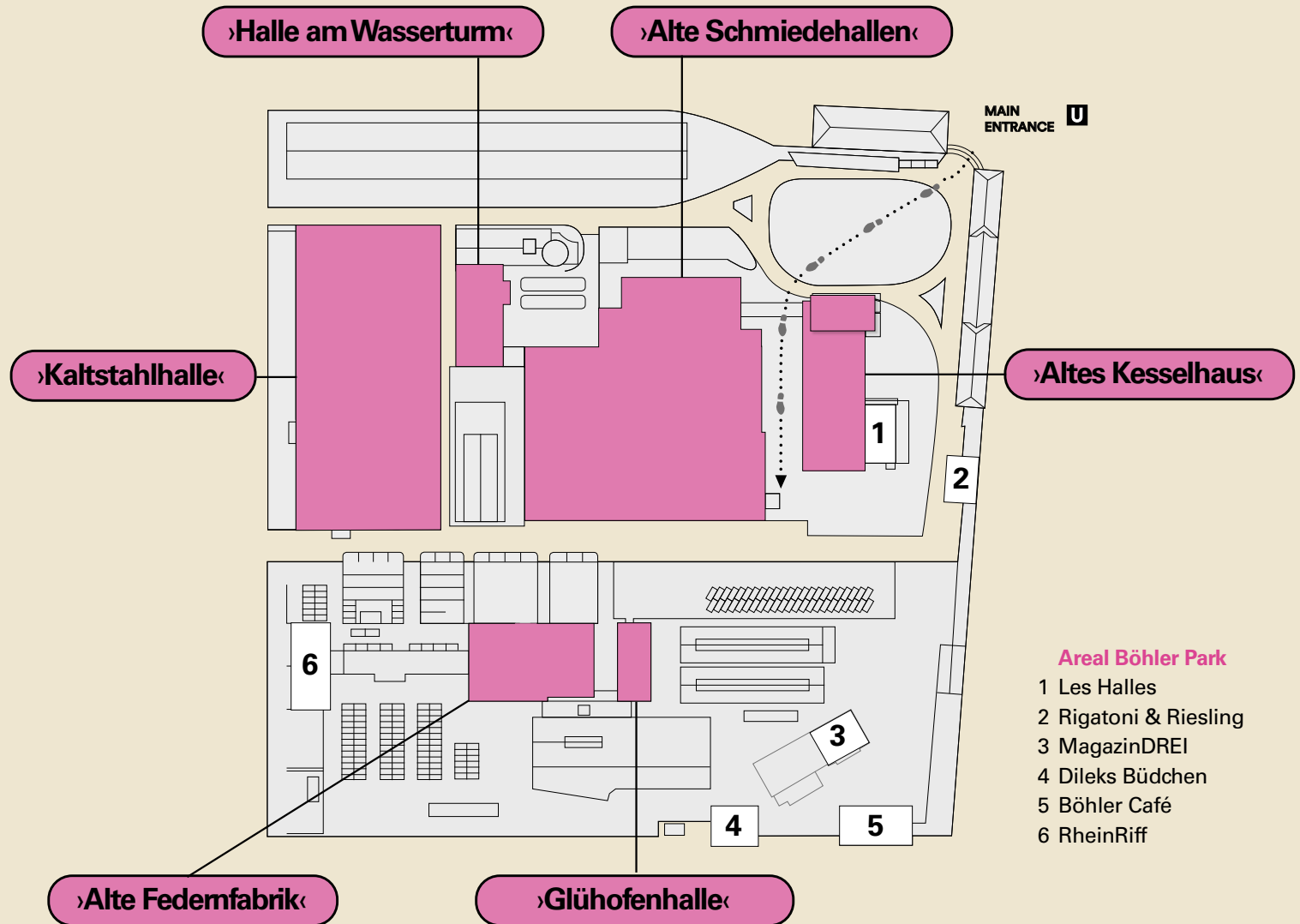
In the buildings ›Alte Schmiedehallen‹, ›Kaltstahlhalle‹, ›Altes Kesselhaus‹, ›Halle am Wasserturm‹, ›Alte Federnfabrik‹ and ›Glühofenhalle‹ fashion, shoes and accessories can be perfectly staged. In the meantime, the Areal Böhler has also developed into a new scene magnet with cool gastronomy locations. 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.



### „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

# ACCESS all areas.





# WORK. TALK. COMMUNITY.

A successful trade fair appearance is not just about targeted marketing and PR measures. We offer various tools that ensure a successful appearance

- Mailout of a target-group specific newsletter
- High-quality visitor canvassing
- Travel arrangements/partner hotels
- Target invitations aimed at defined purchasing groups
- Presentation of your labels via the Brandbox
- Social media features on all relevant channels
- Cooperation with the trade press
- Media events
- Entry within the Trade Show Guide
- Shuttle service
- Online registration
- Free WiFi
- Free admission for the visitors Free admission for the visitors



Numerous talks within the framework of the centrally conference format **THE STAGE**, which is shared by Neonyt Düsseldorf and **FASHN ROOMS**, form the perfect complement and invite discussion and exchange in the atmospheric halls of the Areal Böhrer.

**SUSTAINABLE SOLUTIONS - COMPETENT INFORMATION + INSIGHTS. FOR BRANDS, RETAILERS, MEDIA AND MAKERS.**

On all 3 days of the event, exciting informative talks on current sustainability on current sustainability topics.

But topics of general interest are also discussed on **THE STAGE** and offer a lounge character for a get-together of retailers, labels, and the community.

# 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 **Igedo Exhibitions**. Examples: tasting, product presentation, handing out goodies, cocktails and so on.

### SERVICE IGEDO EXHIBITIONS:

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 €**

## 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 a self chosen topic (after consultation with **Igedo Exhibitions**). The Content Partner Talk should also offer an added value for the multipliers and provide industry impulses.

### SERVICE IGEDO EXHIBITIONS:

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

cost of the package  
plus VAT. **2,500 €**



# Contact us

Do you want to become part of the Düsseldorf community?

[Here](https://neonyt-duesseldorf.com/exhibitors/application/?lang=en) are our application documents.

<https://neonyt-duesseldorf.com/exhibitors/application/?lang=en>

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