

FRANKFURT FASHION WEEK

FRANKFURT FASHION WEEK LAUNCHES DIGITAL FFW STUDIO - NO PHYSICAL EVENT IN SUMMER 2021

Frankfurt Fashion Week will be taking place digitally from 5-9 July 2021. For this purpose, initiators Messe Frankfurt and the Premium Group have developed the FFW STUDIO. Due to the ongoing pandemic situation, tradeshows Premium, Seek, Neonyt and The Ground, as well as the catwalk shows, are being postponed to 19-21 January 2022.

Frankfurt am Main, 5 May 2021. Digital only - the ongoing uncertainty regarding the COVID-19 situation in Germany and the nationwide decision-making by the federal government are forcing the initiators of Frankfurt Fashion Week to concentrate on largely digital formats for the first Frankfurt Fashion Week from 5-9 July 2021. And FFW STUDIO has been launched as a central digital space for this. Along with the catwalk shows, tradeshows Premium, Seek, Neonyt and The Ground are also being cancelled in the Main metropolis for summer 2021 and postponed until January 2022.

In addition to the pandemic regulations, the sense of responsibility towards all stakeholders was the crucial factor in this decision - after all, continuing to press ahead with the previous plans would shift the financial risk of organising a physical edition of Frankfurt Fashion Week onto the shoulders of the exhibitors, visitors and partners. Predictions regarding the progress of the vaccination rollout are currently looking very positive. Nevertheless, tradeshows and presentations that thrive on the physical presence of an international portfolio of visitors and exhibitors, need to take into account the relevant decision-making factors at the present time. These include both external criteria, such as ongoing restrictions on travel and complex quarantine regulations, as well as company-internal aspects such as travel restrictions or furlough provisions, which are currently making it impossible for stakeholders to confirm their attendance in person at Frankfurt Fashion Week at the start of July 2021.

Digital inspiration for the transformation of the fashion industry

“Now it’s time to look ahead. We set out to make Frankfurt Fashion Week and its ecosystem the driving force of the fashion and textile industry and to add relevant future issues to the industry’s agenda. And we still have our sights set on achieving this. For example, the new Frankfurt Fashion SDG Summit presented by Conscious Fashion Campaign in cooperation with the United Nations Office for Partnerships and “The New European Bauhaus - Workshop of the Future” conference inspired by the European Union’s “New European Bauhaus” initiative, organised by the Fashion Council Germany in cooperation with Frankfurt Fashion Week, promise a high-profile digital offer. This means that, even under these challenging circumstances, we will live up to our intention of completely reinterpreting a Fashion Week in Frankfurt and providing new momentum for transforming the future of the fashion industry,” says Detlef Braun, Member of the Executive Board of Messe Frankfurt.

“It breaks my heart to have to cancel our tradeshows, conferences and events, as well as the planned collection presentations and shows, for the third time in a row. Let’s make no mistake here: the repercussions for the fashion industry are dramatic. But we are left with no other choice but to face up to the facts, take the necessary actions and plan the physical elements of a Frankfurt Fashion Week - which we are all looking forward to so much - for January 2022. For July we will now pool all our strengths to fulfil our responsibility to the sector digitally and without a get-together in person: in the FFW STUDIO, we will offer inspiration, while highlighting and discussing the topics of sustainability and digitisation at the highest level in corresponding formats. It’s about creating a kind of pre-season taster of our vision of a new Frankfurt Fashion Week, despite COVID,” says Anita Tillmann, Managing Director of the Premium Group. “Now more than ever!”

www.frankfurt.fashion becomes FFW STUDIO

As part of the www.frankfurt.fashion website, the FFW STUDIO will be the central port of call for all professionals, fashion enthusiasts and anyone interested in the industry. In a professionally curated livestream, participants can look forward to a comprehensive user experience during Frankfurt Fashion Week - with the four channels Trade Show, Conference, Experience and Arts & Entertainment to represent the four pillars of the Frankfurt Fashion Week ecosystem, always with a focus on the overarching themes of sustainability and digitisation. Following the livestream, the contents will be made available to all stakeholders for the interim season in the form of a series of on-demand videos. The result is a concentrated and high-quality summary of the forward-looking topics of Frankfurt Fashion Week.

The cutting-edge line-up is being developed with partners from the politics, retail, industry and media sectors: in exclusive Future Talks by leading international media, future-relevant matters will be discussed with the industry's leading decision-makers. Additional highlights include Deep Dives and insights into the two leading conferences of the new Frankfurt Fashion Week, the Frankfurt Fashion SDG Summit and "The New European Bauhaus - Workshop of the Future" conference, which are both taking place during Frankfurt Fashion Week for the first time. Further details will be announced soon.

All press materials can be found in our Press Area at:
www.frankfurt.fashion

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FRANKFURT FASHION WEEK

From summer 2021, Frankfurt Fashion Week will become the new home of a forward-looking fashion and lifestyle community. With its ecosystem consisting of tradeshow, conferences, showcases and events and a focus on the future topics of sustainability and digitalisation, it will be bringing together the decision-makers and forward-thinkers of the international fashion business from 5-9 July 2021. Four strong partners are behind the event: 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 and the German state of Hesse as hosts.

www.frankfurt.fashion

MESSE FRANKFURT

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services - both onsite and online - ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). *preliminary figures 2020

For more information, please visit our website at:

www.messefrankfurt.com

PREMIUM GROUP

Since 2003, PREMIUM has been at the forefront of the global trade show scene and an important international business, information and networking platform. Its powerful event portfolio includes the international fashion tradeshow PREMIUM and SEEK as well as the FASHIONTECH conference, where 1,500 brands present the latest collections, trends and innovations every season. Besides the entrepreneurial focus, the PREMIUM GROUP aims to inspire, strengthen business relations and foster an interdisciplinary exchange of knowledge. By constantly questioning and developing its concepts and maintaining a year-round exchange with the industry's decision-makers, Anita Tillmann, Jörg Arntz and their team manage to identify, cover and even push market needs. They create, support and strengthen a positive fashion community that faces the challenges of today's and tomorrow's economy together.

www.premium-group.com

STATE OF HESSE

Hesse is an economically strong state in the heart of Europe and, with the largest airport, the most important train station and Germany's busiest motorway interchange, it is also an international transportation hub. Out of more than six million citizens, over two million live in the Frankfurt-Rhine-Main metropolitan area. It is also home to Frankfurt, the most important financial centre of the Eurozone. With its strong service sector, export-based industry and international vibe, Hesse is one of the top locations in Europe. Its cultural and creative industry is regarded as one of the most significant growth markets and a driving force of the innovation that goes far beyond its own industry sectors.

UNITED NATIONS OFFICE FOR PARTNERSHIPS

Guided by the priorities of the United Nations Secretary-General, the United Nations Office for Partnerships (UNOP) is the gateway to the UN system to connect and co-create partnerships to deliver Sustainable Development Goals (SDGs) solutions to reach everyone, everywhere. In its role as a connector, UNOP proactively engages, convenes and leverages stakeholders, initiatives and solutions in support of the Decade of Action to deliver the SDGs by 2030. Find out more on the UNOP website:

https://www.un.org/democracyfund/sites/www.un.org.democracyfund/files/unop_brochure.pdf

CONSCIOUS FASHION CAMPAIGN

The Conscious Fashion Campaign, in collaboration with the United Nations Office for Partnerships, co-creates high-visibility global fashion event partnerships to advance the Decade of Action to deliver the Sustainable Development Goals by 2030. The campaign, founded by Kerry Bannigan, was established in 2019 to inspire innovative ideas, connect industry leaders, enable new partnerships, and enact sustainable change. Through advocacy, education, and partnership development; the Conscious Fashion Campaign supports solutions for sustainable innovation in the Decade of Action.

www.consciousfashioncampaign.com