

FRANKFURT FASHION WEEK

HIGH FIVE

Back to business. With five trade shows. Combined in one place. Neonyt, Premium, Seek, The Ground and Value - from 17 to 21 January 2022 the trade show formats of Frankfurt Fashion Week will provide a platform for all market segments in the fashion industry.

Frankfurt am Main, 14 October 2021. Five leading trade shows, all at a single place for the first time: during Frankfurt Fashion Week, from 17 to 21 January 2022, the whole fashion industry and enthusiasts will be coming together at the Frankfurt Fair & Exhibition Centre. Contemporary trade-fair concepts, multidisciplinary conferences, innovative lifestyle events – all this awaits the visitors to Frankfurt Fashion Week in January. Plus, with curated city events, parties, receptions and pop-ups in off-site locations, Frankfurt Fashion Week will be extended over the whole city centre.

“After the coronavirus crisis, the fashion industry is celebrating its rebirth in Frankfurt. Retail, labels and representatives of the industry can hardly wait to see each other back again in person. Back to business is the headline for me. Orientation, inspiration, networking: Frankfurt Fashion Week unites all that, bundled into a power house in one place – multidisciplinary, in an atmosphere of partnership, and full of variety for all areas of the market”, says Detlef Braun, Member of the Executive Board of Messe Frankfurt. Relevant and future-oriented – each of the five trade shows will meet this need in their own way and for their target group and community: staged progressively and with a strong international orientation. “Frankfurt Fashion Week is a trade and market place of purpose and ideas for all relevant multipliers – from the early adopters to the professionals, for B2B and B2C. The response is incredibly high, and we already know that in January we shall be setting out exhibition halls full of inspiration, innovation, emotion and storytelling”, says Anita Tillmann, managing partner of the Premium Group.

Five formats for success

- Premium, the international fashion-business platform for advanced contemporary women’s and men’s wear.
- Seek, defining the zeitgeist as the most progressive trade show,
- Neonyt, the leading business and communication platform for fashion, sustainability and innovation.

Neonyt, Premium and Seek are the successful formats which have indelibly marked the international fashion market over the past years. In January they will be showing for the first time in Frankfurt am Main. They will be supplemented by two new trade show events:

- The Ground, a B2C festival for the next generation - young, optimistic and conscious-oriented. The three-day event offers brands an opportunity to exhibit purpose-driven stories and products in an interactive way. Along with the thematic focus on fashion, in addition brands from the wellbeing, beauty, mobility and technology sectors will be showcasing innovative products and solutions.
- Val:ue, the homebase for quality and lifestyle fashion in the mainstream sector. Along with new looks and pioneering trends from the men's and women's wear, shoe, leather goods, accessories and lifestyle segments, Val:ue will also incorporate professional sourcing solutions. At Apparel Sourcing in Fashion@val:ue firms both established and up-and-coming, will be showing the whole range of high-quality garment manufacture, plus pioneering trends and new developments in manufacture and sourcing.

Striking architecture

The trade shows at Frankfurt Fashion Week will extend across three of the most imposing exhibition halls at the Frankfurt Fair & Exhibition Centre, featuring an impressive view of Frankfurt City: Seek will be in the iconic Hall 1 of architect Helmut Jahn, who also designed the Frankfurt Messeturm Tower behind it. The two-storey, ultra-modern Hall 3, with its cantilever-roof construction, pillar-free concrete floor space and fully glazed front will unite Neonyt, Premium and The Ground, plus the Fashion Tech conference as well as the FashionSustain conference and the new Advanced Fabrics platform at Neonyt on two levels. Advanced Fabrics at Neonyt is a progressive sourcing platform for material innovations, new technologies and sustainability, on which the most pioneering suppliers of fashion will come together with buyers, designers, content creators and fashion professionals. Val:ue will be held in the elliptically-shaped glass construction of the Forum.

Confirmed brands

Business trading with the key players in the industry - numerous brands have already confirmed their participation in the trade shows at Frankfurt Fashion Week, including Absolute Cashmere, Better Rich, Buffalo, Copenhagen Studios, Ecoalf 1.0, Herrlicher, Inuikii, Kennel & Schmenger Schuhmanufaktur, Liv Bergen, Olymp Signature, Panofola, D'Oro 1886, Roeckl, Vic Matie and Zespà at Premium and Anerkjendt, Arys, Ben Sherman, Blundstone, C.O.F. Studio, Ecoalf, Edwin, Farah, Fila, Happy Socks, Hestra, K Swiss, Kings of Indigo, Le Specs, Merz B Schwanen, Novesta, Orbitkey, Palladium, Pendleton Woolen Mills, Pyrenex, Sandqvist, Shu, Stutterheim, Ucon Acrobatics, Unfair Athletics, Uniform Bridge and Veja at Seek. Well-known top labels for sustainable fashion will be at Neonyt, including Bleed, Blutsgeschwister, Dawn Denim, Dedicated, Derbe, Dilly Socks, Got Bag, Lanius, Lovjoi, Mela, Mud Jeans, Nat2.

Frankfurt Fashion Week will unite these brands not just physically, but also ideally. It sees itself as a knowledge platform covering every aspect of sustainability, encouraging the fashion industry in an impetus towards a more sustainable, future-led transformation of the fashion business and to commit itself to the Sustainable Development Goals by 2023. As the presenting partner, Frankfurt Fashion Week has the United Nations Office for Partnerships and the Conscious Fashion Campaign on its side.

Frankfurt, creative city

Culture, art, cooking, shows, parties, awards and concerts - the festival platform AAAREA, launched by Frankfurt Fashion Week, designed and realised by eleven well-known Frankfurt agencies from the event, marketing and communication sectors, will make use of all of Frankfurt's "areas" in an interdisciplinary way. The city will become a playground, an international stage for the fashion industry and local players.

Safety is top priority

Restrictions due to Covid-19 are still to be expected at major events. The health of all exhibitors, visitors and employees at Frankfurt Fashion Week is therefore at the forefront of all planning. Frankfurt Fashion Week has drawn up a scheme covering detailed medical and organisational measures.

Let's get started!

The designs are there. The most important players will be taking part. Messe Frankfurt and Premium are ready for the first physical kick-off from 17 to 21 January 2022 in the business and creative hub which is Frankfurt am Main. With its ecosystem of trade shows, conferences, showcases, events and the FFW Studio, Frankfurt Fashion Week will establish Frankfurt as the international lifestyle hotspot for fashion, design and sustainability. Reform the future.

All press materials can be found in our Press Area at:

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FRANKFURT FASHION WEEK

FFW is the instigator of a sustainable movement that aims to bring about the long-term transformation of the fashion world. Acting as a platform for industry visionaries and players, FFW intends to “Reform the Future” through tradeshows, conferences, showcases, local events and the digital FFW Studio. To achieve this, Frankfurt Fashion Week has evolved a unique ecosystem – the new place to be for the international fashion trade. Sustainability and digitisation are the key motifs on the FFW agenda. By working closely with the United Nations Office for Partnerships, FFW is seeking to embed the UN Sustainable Development Goals (SDGs) in the fashion industry. Four strong partners have joined together to actively champion this transformation: Messe Frankfurt, the world’s largest trade fair, congress and event organiser with its own exhibition grounds, and the Premium Group, organiser of Europe’s largest fashion fair, and 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 net-work, 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 tradeshows 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.