

Texpertise Network

Frankfurt Fashion Week: New beginning in the summer brings together fashion and trade fairs

The City of Frankfurt and Messe Frankfurt present their concept for the Frankfurt Fashion Week // Messe Frankfurt bundles the leading Techtexsil, Texprocess and Heimtextil Summer Edition textile trade fairs // Neonyt to open specifically for private visitors and be held in downtown Frankfurt as a direct-to-consumer lab

Frankfurt am Main, 17 March 2022. Everything in Frankfurt am Main is set to revolve around the Frankfurt Fashion Week from 20 to 26 June 2022 and the city's inhabitants can look forward to a wide variety of events. Exhibitions, shows, talks, etc., will bring to life the subjects of sustainability, fashion, lifestyle and fashion culture. Parallel to this, Messe Frankfurt will bundle its globally oriented events for the textile and fashion industry and spotlight themes of relevance to the international fashion sector within the framework of the Fashion Week. The events concerned are the leading textile trade fairs, Techtexsil, Texprocess and Heimtextil Summer Edition. Furthermore, many of Neonyt's innovative business and experiential formats focusing on the mega trend of sustainability will be held at locations in downtown Frankfurt.



Neonyt: the foremost hub for the sustainable textile and fashion sector

Frankfurt's mayor, Peter Feldmann, is delighted: "Frankfurt is the place for fashion – and there will be no doubt about this after the coming summer's Frankfurt Fashion Week. Our local design and fashion world has no need to be shy and, with the Frankfurt Fashion Week, has a great opportunity to present itself in all its diversity. Moreover, by focusing on sustainability, we also demonstrate what Frankfurt am Main stands for today as a green city. This is also the focus of Neonyt that, together with the leading textile trade fairs, will expand the programme for consumers to include a comprehensive, internationally

oriented range of products and services for trade visitors from the European textile and fashion sector. And this is only possible here in Frankfurt.”

“Two pillars, one claim”, is how Stephanie Wüst, City Councillor for Economics, Law and Reforms of the City of Frankfurt am Main, explains the concept for the Frankfurt Fashion Week Summer 2022. “Only in Frankfurt do expertise in the international fair and exhibition business and creativity come together in such a way that we can appeal not only to fashion-oriented people and creative minds but also to a demanding audience of trade visitors. We, Messe Frankfurt and the City of Frankfurt, will now draw attention to this unique selling proposition with the Frankfurt Fashion Week.” The aim is to combine international and local aspects and create value added in the best interests of the whole city. Wüst adds: “The interaction of the City of Frankfurt and Messe Frankfurt will take these important themes from the Fair and Exhibition Centre to downtown Frankfurt. Together with the local fashion and design industry, we are working on formats that will boost the city in a sustainable way.”



Techtextil: the leading international trade fair for textiles and nonwovens

Leading international trade fairs in Frankfurt

Putting the focus on outstanding innovations and sustainable production processes of the fashion industry, Techtextil, the leading international trade fair for textiles and nonwovens, Texprocess, the leading international trade fair for processing textile and flexible materials, and Heimtextil Summer Edition, international trade fair for home and contract textiles, will be held at Frankfurt Fair and Exhibition Centre from 21 to 24 June 2022. Thus, Messe Frankfurt continues to forge ahead with its strategic concentration of profitable events, including the Textiles & Textile Technologies Business Unit. These established events bring together creativity, high-tech, application diversity and expertise. The world’s leading textile companies and driving forces of innovation are expected for one of the first international trade events to be held in Frankfurt following the enforced corona break.

Additionally, Neonyt, the foremost hub for the sustainable textile and fashion sector, will focus on future-oriented themes with progressive event and shop formats. With the claim ‘New patterns’, Neonyt will also reinforce its multi-dimensional sustainability approach by embracing the end-consumer market in a targeted manner. The result is the Neonyt Lab from 24 to 26 June 2022, which, with innovative experiential formats and a D2C trade show, will appeal to the entire ecologically friendly cross-sector community, newcomers to the sector and all interested parties.

“We will generate internationally unrivalled synergies designed to illuminate the processes and products of the entire value chain of the international textile and fashion industry, from yarns and fabrics to fashion, as well as machines for manufacturing and processing textiles. Circular processes and recycling products are outstanding themes in the context of environmentally friendly economic activity. A good 2,000 companies have registered to take part and we look forward to welcoming an audience of trade visitors from over 100 countries. For all our activities, the emphasis is on sustainability and digitalisation, the sector’s main future-oriented themes”, says Olaf Schmidt, Vice President Textiles & Textile Technologies of Messe Frankfurt.



Texprocess: the leading international trade fair for processing textile and flexible materials

Thus, the summer events in Frankfurt will depict the complete international manufacturing and value chain of the textile and fashion industry whereby progressive and sustainable aspects will be presented and discussed in a more holistic and interdisciplinary way than ever before as we continue our close working relationship with the Conscious Fashion and Lifestyle Network in cooperation with the United Nations Office for Partnerships. In this connection, the 17 sustainable development goals (SDGs) of the United Nations are set to be of particular significance.

Texpertise Network

By grouping these events, Messe Frankfurt underscores its position as the world’s leading organiser of textile trade fairs. The Texpertise Network, a combination of a global network and expertise in the international textile business held in high regard worldwide, currently comprises 60 international events for the textile sector.

Press releases & images:

www.texpertisenetwork.messefrankfurt.com

www.neonyt.com/presse

www.techtextil.messefrankfurt.com/frankfurt/de/presse.html

www.texprocess.messefrankfurt.com/frankfurt/de/presse.html

www.heimtextil.messefrankfurt.com/presse

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We 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. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2021