

news +++ Neonyt Fashion Show  
23 June 2022

# NEONYT

## Neonyt Fashion Show wows all senses– multimedia runway show enthral the sustainable-fashion scene in Frankfurt

**On Thursday evening 23 June, Atelier Lihotzky in Frankfurt's East end district was the scene of a symbiosis of nature and technology. Under the theme of "Biosphere-Technosphere", the Neonyt Fashion Show took as its subject the interplay between mankind and the environment; the elements of water, air and earth in a clash with our industrialised, digitalised world. In 31 multi-brand looks and a multimedia runway some 50 brands showed the future of (sustainable) fashion.**

**Frankfurt am Main, 23 June 2022.** The focus of the Neonyt Fashion Show was on the link between nature and its elements of water, air and earth and everything which human beings create – from infrastructure to architecture, the industrial agriculture and the digital world. The combination of these apparently controversial subjects ranged across the whole spectrum up to the present age of our earth, the Anthropocene, in which human beings have become one of the most important factors influencing biological, geological and atmospheric processes on earth.

"I am glad to have realised a wonderful Neonyt Fashion Show, with Biosphere-Technosphere as its subject," says Magdalena Schaffrin, founder and CEO of studio MM04. "In conceptional terms we have linked both worlds in the staging and the organically sculptural looks, showing contemporary avant garde and extravagant collection pieces." The Neonyt Fashion Show was designed by studio MM04 and commissioned by Messe Frankfurt. The presenting partner was the natural-cosmetics brand Dr. Hauschka. 31 multi-brand looks were featured at the Neonyt Fashion Show – from small independent brands and newcomer labels, to internationally established brands, to designer pieces, curated by the well-known stylist Claudia Hofmann.

### **New dimensions and regenerative systems**

The biosphere was represented principally through the silhouettes and structures in the looks, as well as by the organic and regenerative materials, from which a large part of the pieces in the collection were produced. Thus at the Neonyt Fashion Show only organically grown or more sustainable regenerative materials were allowed, which help to protect valuable resources such as clean water, energy and land, thus contributing to a healthy ecosystem.

The Technosphere, to which by definition human beings also belong, was portrayed in the show via a merger of the digital world with the real world via large LED screens, on which digital content could be seen, plus close-ups and superimpositions of the looks on show. In the collections the Technosphere is ranged on view in the themes of recycling or recycled chemical fibres, clean use of chemicals or in the technical cycle of the

Cradle2Cradle concept. Visually, the Technosphere is portrayed in shining and reflecting surfaces, and in sportswear and outdoor styles.

In all, some 50 brands showed 31 looks covering a range of established labels and upcoming avant garde brands, including **Ai Komoto, Akjumii, Andy Wolf, Anna Auras, Antje Pognat, Arys, Ayede, Catalouge of Disguise by Tanja Bombach, Céline Breton, Chika Takahashi, Clean Waves, Damur, Ecoalf, Fade Out Label, Falke, Florentina Leitner, Good Guys Don't Wear Leather, Hell Hell Studio, KC Dubbick, Lanius, Laura Gerte, Maison Baum, Maximilian Mogg, MCM x Selassie, Muntinøus by Pino Pipoli, Myfassbender, Nat-2, Neubau, Nightboutique, PB 0110, Plas Collective, Pool Berlin, Provincia Studio, Save the Duck x Edward Crutchley, Souvenir Official x Ajobyajo, Spaccio Maglieria, Spatz Hutdesign, Timberland, Tiziano Guardini, Tizz & Tonic, Trakatan, Tribal Hotel, Trippen, Tuuli-Tytti Koivula, Uncommon Matters, Virginia Evangelista, Virón, Vitelli, Vladimir Karaleev and Wunderwerk.**

The audience included people from industry and government, plus industry insiders from the fashion and sustainability sector. Buyers, designers and artists were likewise present, as well as the (inter)national trade press, daily newspapers, fashion magazines, content creators, TV and radio. Campaigners from Fashion Revolution and representatives of the Fashion Impact Fund were also there.

**Press releases & images:**

[www.neonyt.com/press](http://www.neonyt.com/press)

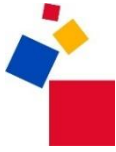
**Social media:**

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LinkedIn: [linkedin.com/showcase/neonyt/](https://www.linkedin.com/showcase/neonyt/)

YouTube: [youtube.com/c/NeonytFashion](https://www.youtube.com/c/NeonytFashion)

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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](http://www.messefrankfurt.com)

\* Preliminary figures for 2021