

Press Release
Neo.Fashion. 2020
Best Graduates´Shows
@ Berlin Fashion Week

Neo. Fashion'

neofashion.de

Neo.Fashion. is giving Berlin a new perspective of Fashion for Future. The priority is the promotion of young adults and sustainability. Accessory but not less meaningful are the event concept, the show and the promotion of Berlin as capital of fashion.

For Neo.Fashion. on January 13th, 2020 the organiser won over the The Confederation of the German Textile and Fashion Industry textil +mode with its 1400 companies with a great number of known German fashion brands.

Idea of Neo.Fashion: The aim of Neo.Fashion. is to be a platform for all graduates of all German fashion universities and to represent *Fashion for Future* within the scope of the "Best Graduates' shows' to a broad expert- and visitor audience. 2017 was the premiere with one university followed by the attendance of four universities in January 2019. Since then Neo.Fashion is growing and is expecting nine universities to participate from all over Germany in January 2020:

- Burg Giebichenstein Kunsthochschule Halle
- Fachhochschule Bielefeld
- Hochschule für angewandte Wissenschaft Hamburg
- Hochschule für Künste Bremen
- Hochschule für Technik und Wirtschaft Berlin
- Hochschule Hannover
- Hochschule Reutlingen
- Lette Verein Berlin
- Westsächsische Hochschule Zwickau - Fakultät Angewandte Kunst Schneeberg

The format of Neo.Fashion. is unique and the first in the promotion of young adults in the German fashion- und creative landscape. The event is following a sustainable development in the organisation as well as in the execution. Neo.Fashion. will grow in the following years – the aim is participation of all German fashion universities. A Fashion Award for 'Outstanding Creative Sustainable Concepts' and a summer academy to educate in the area of sustainable fashion are planned.

Neo.Fashion. – a project of S49 –Agentur für Markeninszenierung GmbH
(Agency for brand staging)

La-Rochelle-Straße 24 in 13127 Berlin – phone.: 030-44328966 – Mail: info@neofashion.de

Press Release
Neo.Fashion. 2020
Best Graduates´Shows
@ Berlin Fashion Week

Neo.
Fashion'

neofashion.de

Berlin and Neo.Fashion.: Our society is changing. Fashion is a tool of this radical change. Berlin is a symbol of continuous transition, development and creative innovative power. All this is reflecting in the concept of Neo.Fashion.

Berlin is the capital of fashion future: At Neo.Fashion. 2020 nine fashion universities from six federal states present 60 final collections of the most talented graduates before the Berlin Fashion Week starts. The location and runway is Reef Berlin in Vienna House Andel's Berlin, centre for creativity In Berlin.

The project Neo.Fashion. is the first to create networks for everyone around creative industries for universities and graduates, business organisations of the fashion industry, the politics and last but not least, media.

Beginning 2020: The Confederation of the German Textile and Fashion Industry textil +mode is inviting for the first-time representatives of the sector. As new future network the project Neo.Fashion. offers a platform for designers of German Universities to improve skills and to connect to fashion brands and the fashion industry.

You can find the schedule for Neo.Fashion. 2020 on January 13th and all details to the three 'Best Graduates' shows' 5,7 and 9 pm here:

- <http://www.neofashion.de>
- <https://www.facebook.com/neofashion.de/>
- <https://www.instagram.com/neofashion.de/?hl=de>

Please don't hesitate to contact me regarding any questions.

Jens Zander / Founder Neo.Fashion.

Neo.Fashion. – a project of S49 –Agentur für Markeninszenierung GmbH
(Agency for brand staging)

La-Rochelle-Straße 24 in 13127 Berlin – phone.: 030-44328966 – Mail: info@neofashion.de