

Neo.Fashion. 2021 digital – Best Graduates' @ Berlin Fashion Week

Everything is different, everything is digital! As part of Berlin Fashion Week and beyond Neo.Fashion. 2021 will be in a digital format. From January 18th 2021 on 11 Universities from all over Germany will show their Best Graduates' presentation videos!

In addition to that graduates and responsible people of the universities report in interviews about studying in times of Corona and reviewing the past year but also show perspectives for 2021/22!

Over the past years a new platform for fashion newcomers in Germany has been established with Neo.Fashion. Just like at Graduate Fashion Week London we are creating the possibility to offer a stage for the creative young people in Germany. On January 13th more than 2.000 guests of Neo.Fashion 2020 experienced an impressive evening at Vienna House Andel's Berlin.

For the very first time Neo.Fashion. presented three different Graduate Shows and is therefore the largest Graduate Fashion Event in Germany. At every fashion show three German Universities presented their best graduates. Visitors of all shows could see the graduate collections of 75 graduates from eight (art) universities and one vocational school.

The current Corona situation is challenging the universities, graduates and us as well, the organizers of Neo.Fashion.!

Therefore 'Neo.Fashion. 2021' will be hosted in a digital format for the first time: 'Studying Fashion Design in times of Corona: difficulties, challenges and possibilities!' from 18th of January until 18th of March 2021. Eleven Universities from all over Germany will join 'Neo.Fashion. 2021 digital':

- Hochschule für angewandte Wissenschaft Hamburg
- Hochschule für Künste Bremen
- Hochschule Reutlingen
- Hochschule für Technik und Wirtschaft Berlin
- Fachhochschule Bielefeld
- Lette Verein Berlin
- Burg Giebichenstein Kunsthochschule Halle
- Hochschule Pforzheim
- Hochschule Niederrhein
- AMD Akademie Mode & Design
- Mediadesign Hochschule

With the start of Berlin Fashion Week on 18th of January 2021 we will launch the presentation videos of the participating universities from all over Germany and the diverse and complex collections of their best graduates 2020/2021 until mid-March on the digital platforms of Neo.Fashion. and its partners.

In addition to the presentation videos we will show photos, videos, interviews and many exciting stories on the channels of Neo.Fashion. as well as on all the channels of the Universities and partners – their websites, YouTube, Instagram and Facebook. The goal is to bring the topic 'Studying Fashion Design in times of Corona: difficulties, challenges and possibilities!' closer to public.

According to the slogan 'You can't come to us, then we will come to you' the team of Neo.Fashion. will visit the universities in spring 2021 and have a look at the current situation and conduct interviews with the responsible people of the Universities and the graduates.

You can look forward to an exciting and diverse 'Neo.Fashion. 2021 digital'!

Please find here the schedule, further information and presentation videos for Neo.Fashion. 2021 digital:

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

Jens Zander, founder of Neo.Fashion, is available for interviews and regarding any questions you might have.

Jens Zander / Founder Neo.Fashion.

offizielle Partner der Neo.Fashion.



Neo.Fashion. – ein Projekt der S49 - Agentur für Markeninszenierung GmbH

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Idea of Neo.Fashion

Neo.Fashion set a goal to be the platform and turntable for the best graduates of the Fashion Universities in Germany and German speaking areas and to present Fashion for Future to a broad expert- and visitor audience in the scope of 'Best Graduates' Shows'.

As a new future network, the project Neo.Fashion offers young fashion designer of German Universities a (event-) platform for further education, network and to establish contacts to fashion brands and the fashion industry.

The launch of the first Neo.Fashion. was with one school in 2017. In January 2019 four schools were participating and in January 2020 already nine schools from all over Germany.

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.

Berlin and Neo.Fashion.

Berlin is the capital of fashion future! Berlin represents constant change, development and creative innovative power. All of it is reflecting in the concept of Neo.Fashion.

The project Neo.Fashion. ties in a network for all participants of the creativity economy, universities, politics and press.