

# Networking Area

## >Kaltstahlhalle<

SATURDAY 25/01/2025

14.00 Uhr  
2.00 pm

Zum dritten Mal verleiht der VDMD den „**Design Award Nachhaltige Mode**“ auf der Neonyt Düsseldorf.  
VDMD presents the “**Sustainable Fashion Design Award**” for the third time at Neonyt Düsseldorf.

Location: Networking Area

SUNDAY 26/01/2025

13.00 Uhr  
1.00 pm

**Winter 2025 fragil – Was geht, was bleibt, was kommt?** Modevortrag zum Thema Sommer 2026: RAUM für DIALOG – Ausblick und Vorschau – Farben & Materialien.  
Referentin: Mara Michel, CEO des VDMD  
Location: Stand D12

**Winter 2025 fragile – What's going, what's staying, what's coming?**  
Fashion lecture at theme Summer 2026: Space for dialogue – Outlook and preview – Colours & materials.  
Speaker: Mara Michel, Managing Director of VDMD  
Location: Booth D12

14.00 Uhr  
2.00 pm

**„Mode, Marketing und Manipulation: Die Wahrheit hinter dem Greenwashing-Trend“** Gemeinsam werfen wir einen Blick hinter die Marketingstrategien der Modeindustrie.  
Referentin: Lavinia Muth, Nachhaltigkeitsberaterin der Neonyt  
Location: Networking Area  
**“Fashion, marketing and manipulation: the truth behind the greenwashing trend”**  
Together we will take a look behind the marketing strategies of the fashion industry  
Speaker: Lavinia Muth, sustainability consultant at Neonyt  
Location: Networking Area



15.00 Uhr  
3.00 pm

**Exklusive Markenpräsentation & Aperitif**  
Christiane Strobel freut sich am Stand E29 auf Sie!  
**Exclusive brand presentation & aperitif**  
Christiane Strobel is looking forward seeing you at booth E29!

16.00 Uhr  
4.00 pm

**„Circular Fashion & Green Product Awards“**  
Erfahrt mehr über die neuesten Entwicklungen und erhaltet exklusive Einblicke.  
Referent: Nils Bader, CEO Green Future Club  
Location: Networking Area  
**“Circular Fashion & Green Product Awards”**  
Learn more about the latest developments and get exclusive insights.  
Speaker: Nils Bader, CEO Green Future Club  
Location: Networking Area

MONDAY 27/01/2025

13.00 Uhr  
1.00pm

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