

PRESSRELEASE

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Neo.Fashion. Recap 2026:

Three Days Full of Perspectives, Exchange, and New Impulses for Emerging Fashion

Berlin, July 4, 2026 – Over three days, Neo.Fashion. 2026 showed how vibrant, diverse, and future-oriented emerging fashion already is today. Between international university presentations, German graduate shows, Digital Fashion, young labels, showroom formats, talks, and awards, the event created a dense program that felt less like a series of separate formats and more like a focused look at what the next generation in fashion is thinking about: themes, attitudes, questions, and creative possibilities.

For the first time, Neo.Fashion. took place at **Neues Ufer 13**, a former industrial hall currently being used for cultural purposes and opened by **BAUWERT AG** as location partner. The venue's generous spatial setting offered exactly what the format needed: room for movement, for design, for exchange, and for the many different presentations that brought the space to life over three days.

From the outset, Neo.Fashion. made it clear that it goes far beyond a classic runway structure. The **Next.Level.Network**, organized by the **Gesamtverband textil+mode**, brought emerging designers together with representatives from the fashion industry, media, politics, start-ups, and textile research.

International universities and institutions from Linz, Basel, Kyiv, and London, as well as Fashion Art Toronto for the first time, opened the runway and added further impulses, broadening the view on different educational paths, creative signatures, and international standards in emerging fashion. The international opening was defined precisely by this side-by-side presence: young designers in different places were dealing with similar and at the same time very different questions, making common ground, differences, and new perspectives visible.

The German university shows on the second day sharpened this impression even further. Eight shows featuring the best graduates from ten universities presented an extraordinary range of thematic and formal approaches. Some collections addressed social or political issues, while others focused on surfaces, experimentation, and precise craftsmanship. Among the materials used were leather, bioplastic, knitwear, and birch. The fashion on the runway reflected very directly which priorities are set in education and what the new generation is currently exploring.

The shows themselves also made this diversity visible: performative elements, masks, unusual details, and different age groups created lively moments and powerful images. Alongside classic models, children, mature models, and drag artists also walked the runway, giving the shows additional energy and a strong sense of individuality.

On the third day, the **Digital Fashion Panel Talk** brought another perspective into focus. Experts from the creative industries, technology, and fashion discussed AI, virtual collections, 3D design processes, and new business models. This was followed by **MOMENTUM by Neo.Fashion.**, which presented three young labels with very different signatures: **unsaturated** by Tamara Nohl, **Elisabeth Bauer**, and **Céline Eggenschwiler**. Together, these positions showed how independently young labels think today and how clearly brand-ready attitudes can already emerge from that.

The highlight of the evening was the **Best Graduates Show with the Neo.Fashion. Award**. From the university shows of the previous day, one person per university was nominated for the physical award categories and represented their university in the competition. The runway show brought the nominated works to the catwalk and honored the talents that stood out for their conceptual depth, design independence, and convincing execution. The awards went to **Vivien Vetterkind** from the Academy Mode & Design with *Neighborhaute Couture* in the category **Best Sustainability Concept**, **Jana Przibylla and Bahareh Razavi** from Bielefeld University of Applied Sciences with *Skill Sharing* for **Best Craftsmanship**, **Yasmina Gerum** from Reutlingen University with *Cavity* for **Best Design**, and **Lilian Brade** from Pforzheim University with *The Feminine Urge*, which received an **Extra Special Mention**. In **Best Digital Fashion Design presented by CLO**, the prizes went to **Diana König** from HTW Berlin with *What is real?* and **Vincent Mercado** from Pforzheim University with *Vinuel*.

The final note was set by **STAY AWAY FROM EVIL by Marcel Schiendzielorz** with *SOMNAMBUL*. The collection moved between waking and dreaming, translating artistic fragments from the subconscious into wearable surfaces. Contrasting materials and colors, from lace to moiré and camouflage in black and white, gave the finale a strong, distinctive visual language.

Neo.Fashion. 2026 thus emerged as a condensed three-day program for emerging fashion: a place of exchange, international perspectives, creative diversity, and early insights into what may shape fashion in the years ahead. Within Berlin Fashion Week, the platform functions as a space where themes converge, positions become visible, and new connections emerge.

This edition was made possible by the strong commitment of everyone involved. Special thanks go to all partners, especially the presenting, location, and mobility partners, as well as all participants, helpers, supporters, and the volunteer organizers who carried Neo.Fashion. 2026 together.

Neo.Fashion. 2026 in numbers:

- Around **2,000 guests** on site.
- Around **4,000 average livestream viewers**.
- Around **480,000 Instagram views**.
- More than **110 graduates**.
- **10 universities**.
- **5 international universities**.
- Around **100 shuttle rides**.

Neo.Fashion. — At a Glance

Neo.Fashion. is Germany's most versatile platform and network for emerging fashion designers. Since 2017, it has offered graduates of fashion and design schools, as well as up-and-coming independent labels, a professional stage to present their collections. As an established fixture of Berlin Fashion Week, Neo.Fashion. showcases the best graduates from across Germany in runway shows, showrooms, and digital formats. With the founding of the nonprofit Neo.Fashion. e.V. in 2025, the initiative was institutionalized as a permanent association, now supporting talent year-round through competitions, workshops, mentoring programs, and international collaborations. Neo.Fashion. stands for diversity, innovation, and sustainability in fashion, fostering an environment where interdisciplinary exchange and the connection between creativity and commerce take center stage. Strategic partners include the Fashion Council Germany and the German Textile and Fashion Federation (Gesamtverband textil+mode). More information at www.neofashion.de

Neo.Fashion. — Media Contact

Neo.Fashion. e.V.

Sophie Fuhlbrügge

Email: presse@neofashion.de

Web: www.neofashion.de

Social Media: [@neofashion.d](https://www.instagram.com/neofashion.d)