



**18 - 20 JANUARY 2022**  
**FRANKFURT MESSE HALL 3**

# NEW FASHION HOTSPOT FRANKFURT AM MAIN

The pulsating business metropolis of Frankfurt will become the new home to a forward-looking, digital-savvy fashion and lifestyle community.

The focus is on the essential topics for the future of the fashion and textiles industry. Sustainability and digitisation will be reflected and addressed across genres in trade shows, conferences, showcases and events. A new Fashion Week ecosystem is emerging - right in the middle of Europe.

## METROPOLITAN AREA WITH HIGHEST PURCHASING POWER

**5.8m** Population from 180 nations

**€94k** GDP per capita

**13m** Visitors per year

**52** Universities, colleges and schools

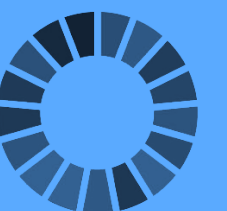
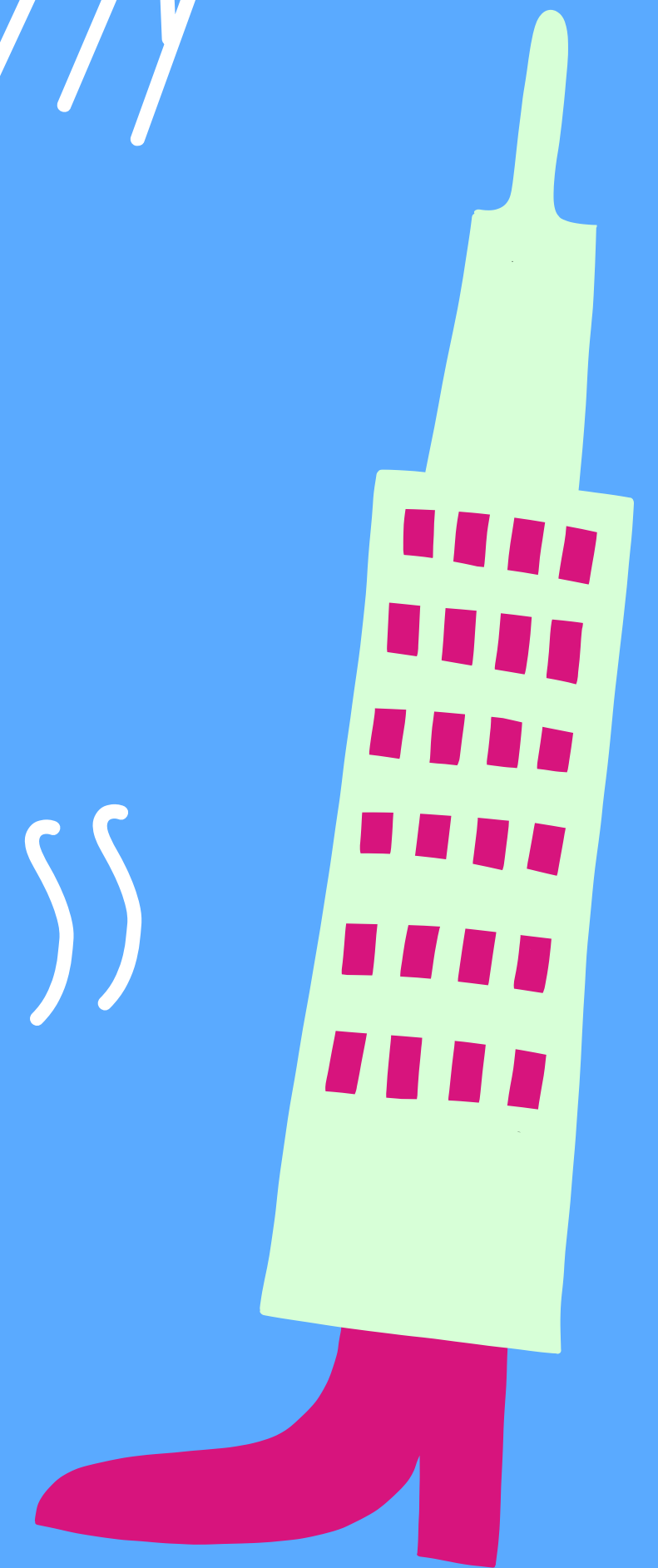
**250k** Students

CREATIVITY

EMOTIONS

BUSINESS

INSPIRATION





# FRANKFURT FASHION WEEK

Frankfurt Fashion Week is positioning itself as having a consistently sustainable agenda and propelling the transformation of a modern, resource-efficient fashion industry.

The Conscious Fashion Campaign (CFC), working in collaboration with the United Nations office for partnerships, will be the presenting partner, and the Sustainable Development Goals (SDG) will be a prerequisite for all exhibitors by 2023. The Frankfurt fashion SDG summit by CFC is set to become the leading international conference for sustainability in the fashion world.



# POWER HOUSE



## FASHION TRADING PLATFORMS

PREMIUM  
SIEEK  
NEONYT  
val:ue

## CONTENT HUB

FASHION  
SUSTAIN  
F FASHION  
T TECH  
TextilWirtschaft  
UNLOCK  
STYLE  
by ZEITMAGAZIN  
FFW FRANKFURT  
FASHION WEEK  
S T U D I O

## EVENTS

PARTIES  
CITY FESTIVAL  
POP-UPS  
RUNWAYS  
The Ground

## ENGAGEMENT

  
SUSTAINABLE  
DEVELOPMENT GOALS



# LOCATION

## TRADING PLATFORMS

PREMIUM the fashion business platform

SEEK the event for the fashion community

NEONYT the hub for sustainable fashion

VAL:UE the home base for quality and lifestyle fashion

## EVENTS

THE GROUND the value-driven festival for a young and optimistic generation

## CONFERENCES

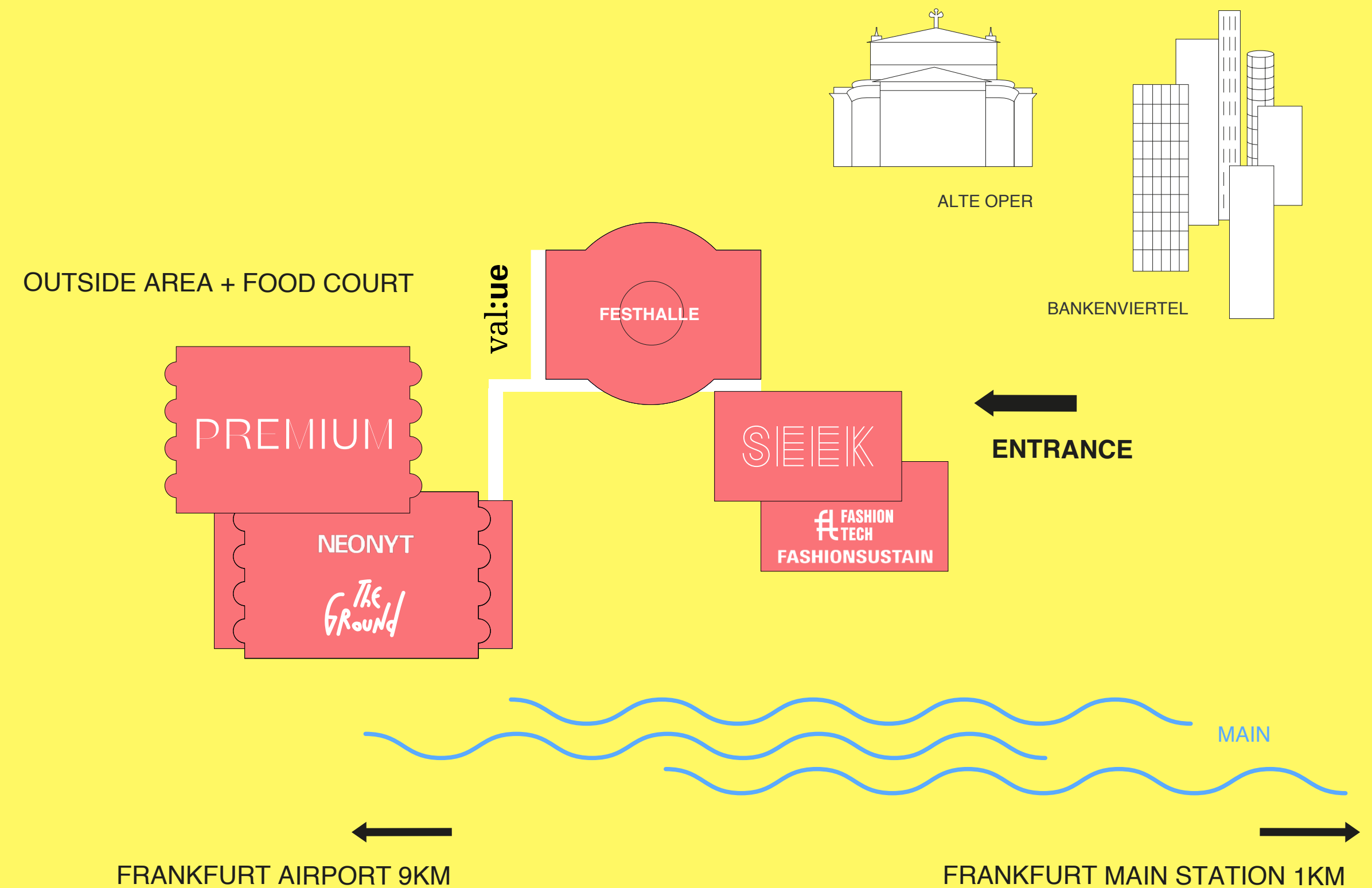
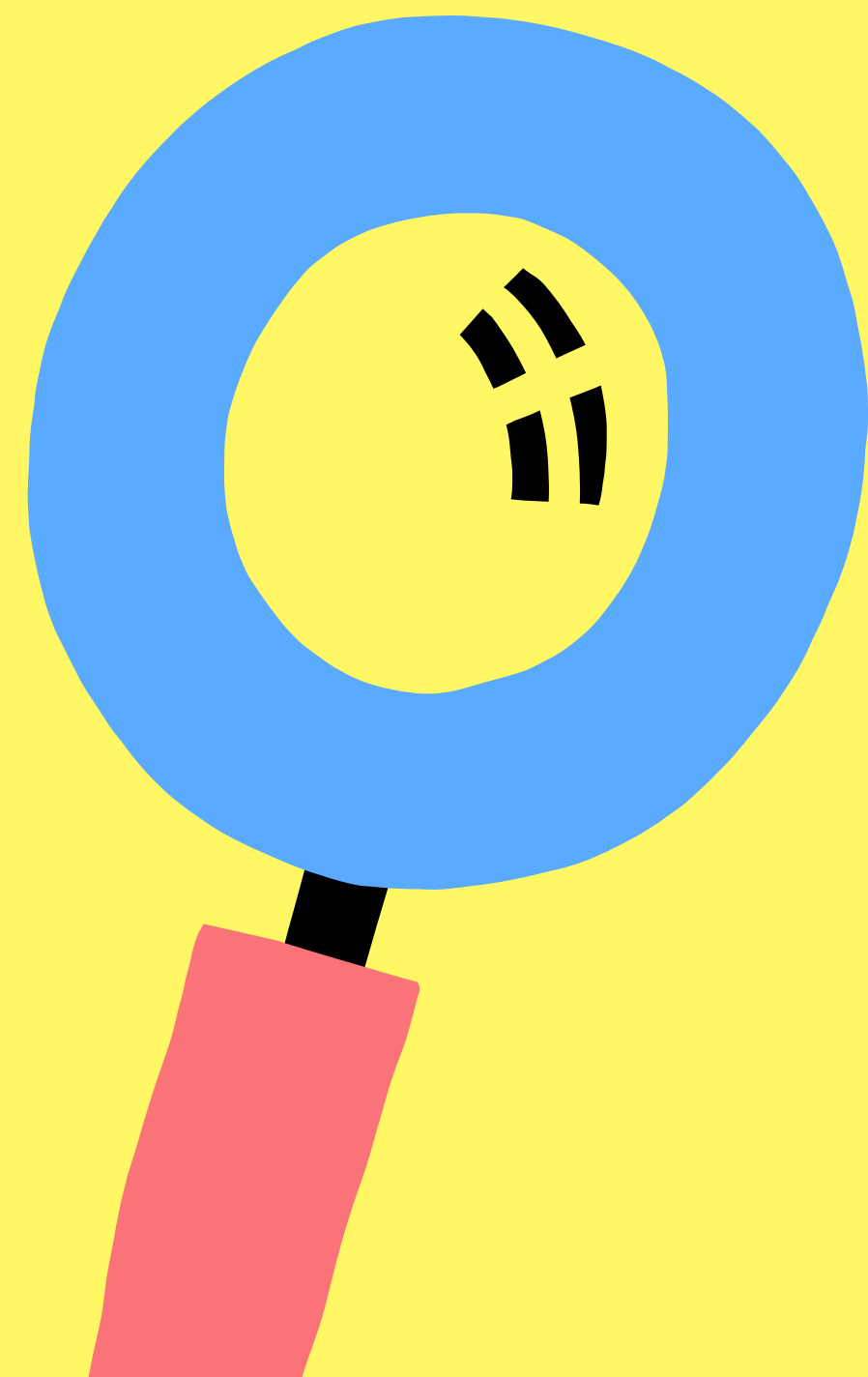
FASHIONTECH the content platform for fashion, tech and lifestyle

FASHIONSUSTAIN the conference

focusing on sustainability and innovation

UN SDG SUMMIT targeting the most

pressing topics of our time



## ***THE GROUND...***

... is a three-day, consumer-facing festival for a young and purpose-driven generation to celebrate optimism about the future.

It's a platform for brands to connect with a highly influential target group through exciting products, experiences and content.

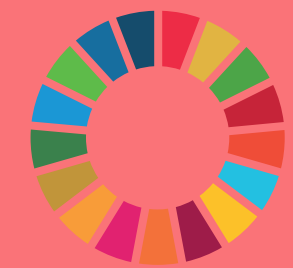
It's an invitation for an ever-growing community of like-minded people of all ages, backgrounds and demographics to change perspective on how we think, behave and consume.



# RESPONSIBILITY

# DIVERSITY

THE GROUND wants to make the Sustainable Development Goals (SDG) a cultural, experiential, educational experience that brings people together and gets them excited about a more sustainable future.



THE GLOBAL GOALS

# EQUALITY

# SUSTAINABILITY





KEYNOTES

WORKSHOPS

## **EDUCATION**

ADVICE

PANEL TALKS

AR

3D PRINTING

## **TECHNOLOGY**

GAMING

VR

NFT

PRE-OWNED

DIY

CIRCULARITY

PERSONALIZATION

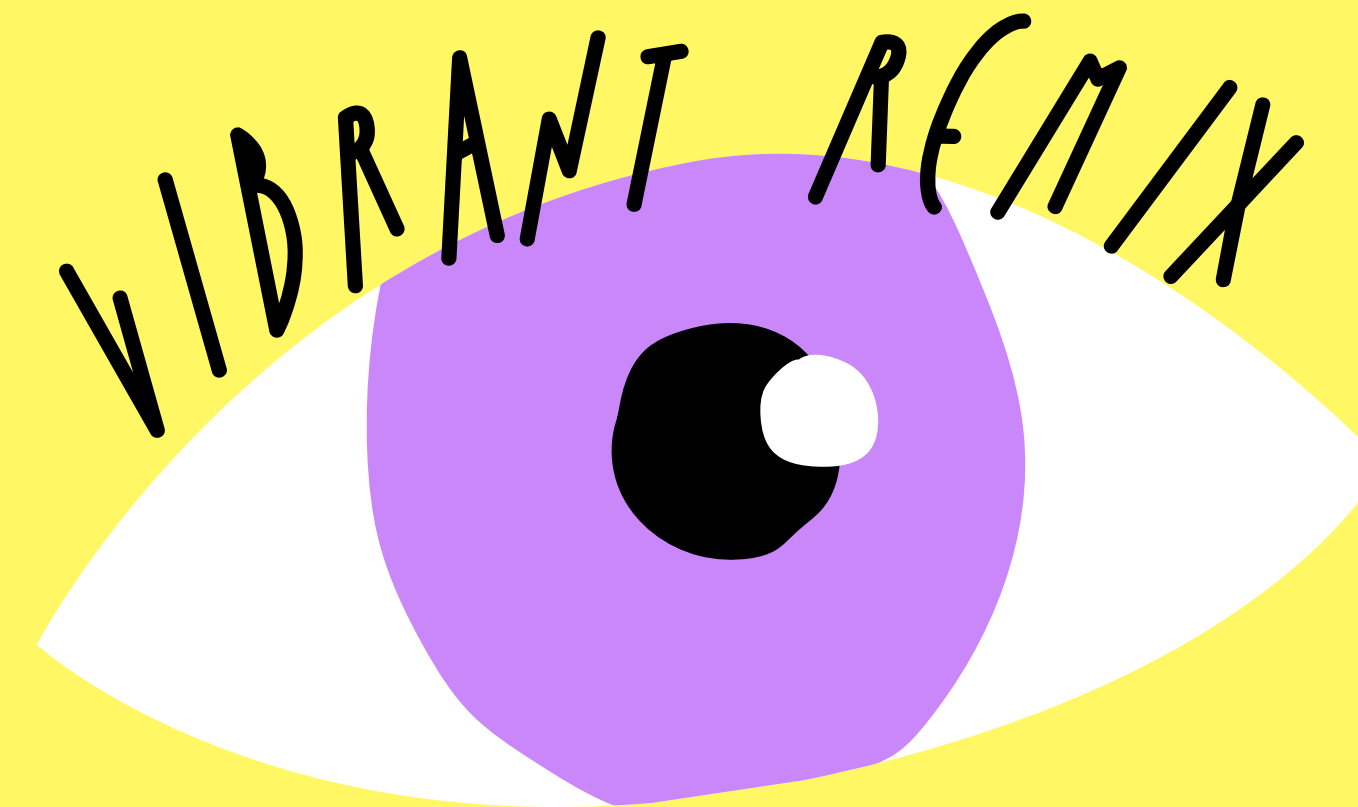
INCLUSIVE

DIVERSE

UPCYCLING

PURPOSE-DRIVEN

# **FASHION**



# **THE GROUND**

Our aim is to introduce a vibrant mix of all aspects of a conscious lifestyle to a broad audience to drive positive change and to educate people to make more informed, sustainable choices.

BEAUTY

HEALING

MINDFULNESS

## **WELLBEING**

PHYSICAL ACTIVITY

NUTRITION

SPIRITUALITY

BIKES

## **MOBILITY**

SHARING

E-MOBILITY



# ***A NEW CONSUMER MINDSET***

We are currently experiencing one of the biggest shifts in consumption habits in decades.

People are turning away from mindless mass consumption and throwaway culture. They want to spend their money with companies that reflect their values on environmental and social issues.

The pandemic didn't start this revolution, but it has put it into hyperdrive, and Gen Z is in the driver's seat.



## ***FOCUS GEN-Z***



# ***POWERFUL AND INFLUENTIAL***

Gen We is the value-driven cohort within Gen Z.

They have a strong sense of community and a strong sense of responsibility.

They are conscious of the Future. Issues like mental health, sustainability, equality, LGBTQ+ rights are top of mind.

They have authority over their purchasing decisions and expect companies to not just reflect their values and beliefs but to act as an extension of them.

What is real and authentic is important to them and they prefer to consume experiences rather than products.

## ***GEN WE***

*TARGET GROUP  
EXTENSION*



Together with their supporters from other generations they are poised to change our world for the better. It's an ever-growing purpose-driven community of all ages, backgrounds and demographics with a common goal.



# **A FORCE TO BE RECKONED WITH**

They care about the well-being of each other and the planet and continue to find creative ways to harness their power to impose change on the world at large.

Much of their behaviour is being adopted by older generations.

Gen WE is more outspoken than ever and will push everyone in their lives – friends, family, influencers, brands – to do the same.



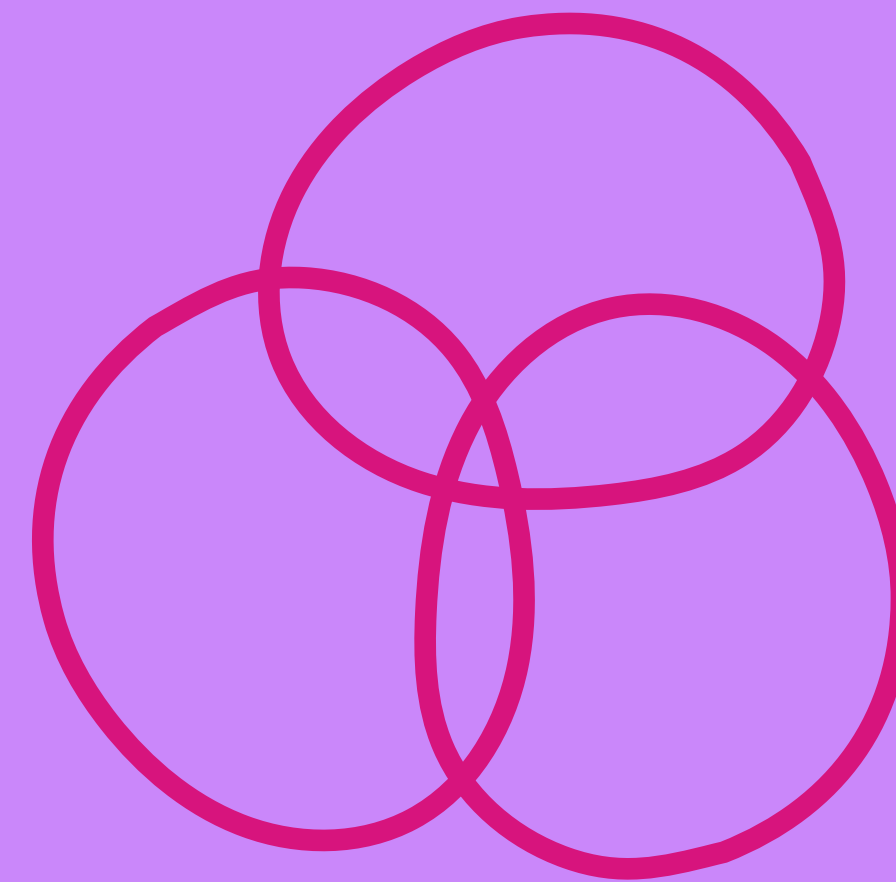


JOIN THE RIDE  
INTO THE FUTURE

# ***WE BRING PURPOSE, BRANDS AND CONSUMERS CLOSER TOGETHER***

THE GROUND offers brands a way to connect with value culture and an influential audience through immersive physical experiences, reach and engagement via content and social media.

VALUE CULTURE



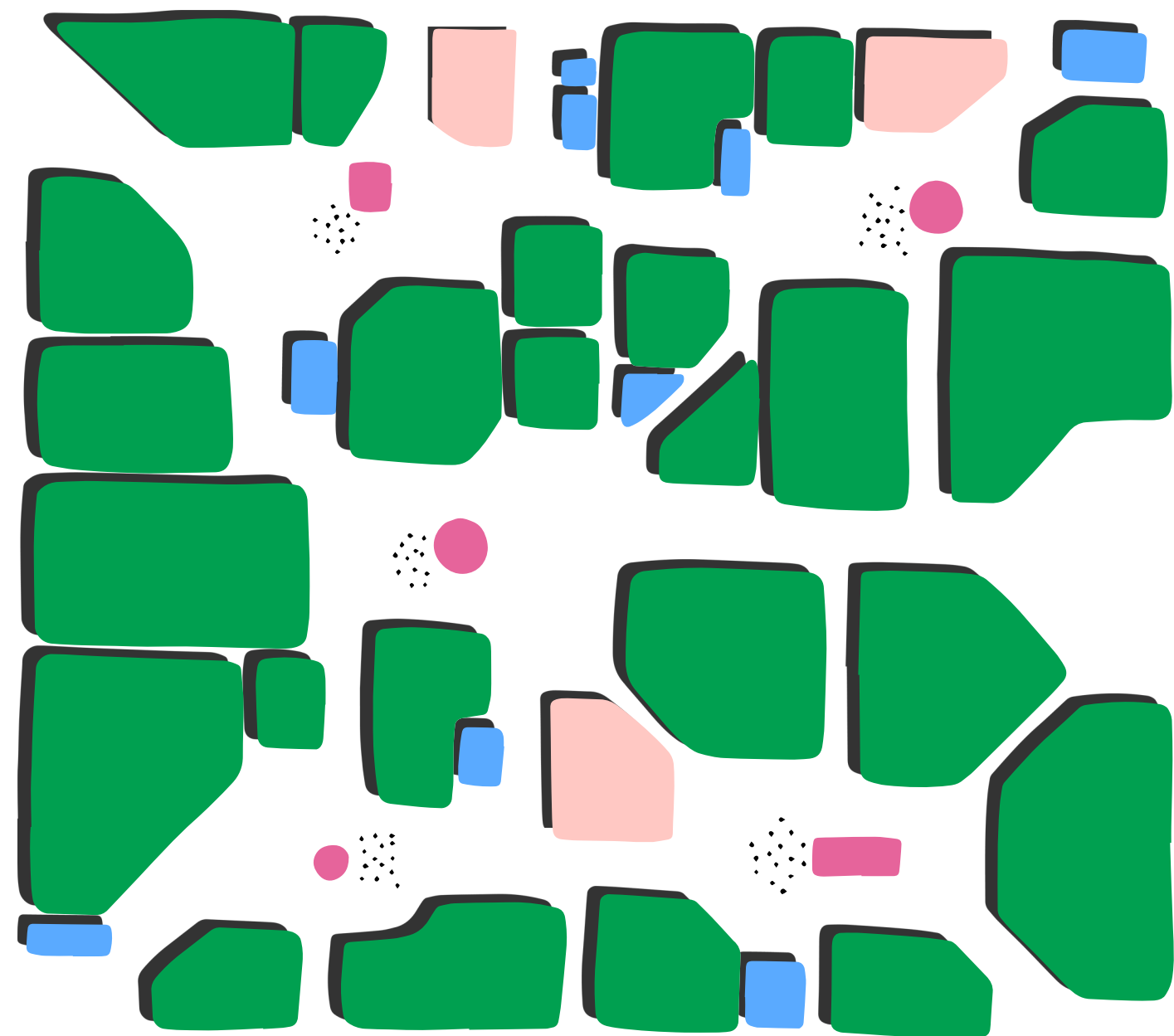
AUDIENCE

BRANDS



# ARCHITECTURE

Similar to cities, we will organize the venue into districts with streets and squares. Communal squares become hangout areas that blend shopping, eating and socialising.



-  BRAND POP-UPS
-  SERVICES
-  FOOD & DRINKS
-  LOUNGES







BE INTERACTIVE

### **BRAND POP-UP**

Present your latest products in an interactive Brand Pop-up.

Create an immersive brand experience to interact and engage directly with consumers to tell your value-driven stories.

## **HOW BRANDS CAN PARTICIPATE**

ENCOURAGE SHARING

### **STAGE**

Talk about your company's values and deliver insights.

Spark a conversation through powerful keynotes and panel talks on fashion, sustainability, digitization and society.

COMBINE PHYSICAL & DIGITAL





# RELEVANCE

THE GROUND makes your products and brand stories resonate with Gen WE.

**THE GROUND  
CONTENT MISSION**



THE GROUND will be an inspirational shopping destination for the next generation audience. Our goal is to make great purpose-driven products available to everyone. We join forces with genuinely credible influencers that stand for a conscious lifestyle and bridge value-culture and commerce, turning outsiders into insiders.

# DEMOCRATIZE



# INTEGRATED MARKETING ALONG THE COMMUNICATION JOURNEY

THE GROUND BRINGS MARKETING CAMPAIGNS TO LIFE IN AN ENGAGING, AUTHENTIC, EXPERIENTIAL WAY.



**DEC - 17.JAN - PRE PHASE**

GROUND FESTIVAL ACTIVATION

**18. - 20. JAN - BIG BANG**

ENGAGE, CREATE CONTENT, PUSH USER GENERATED CONTENT & SALES

**OWNED CHANNELS - (SOCIAL, NEWSLETTER, ONSITE)**

**PR EVENT BRAND & PRODUCT SHOWCASES**

**PR MEDIA COLLABORATIONS FEATURING HERO BRANDS / STORIES / PRODUCTS**

**PR & INFLUENCER SELECT SEEDINGS**

**OOH TICKETING CAMPAIGN, SELECTIVE  
BRAND & PRODUCT INTEGRATION**

**PR & INFLUENCER SELECT SEEDINGS**

**INFLUENCER ACTIVATIONS**

**THE GROUND X TIKTOK EDUTAINMENT SERIES**

\*key for this holistic integrations are Gen We relevant, value-driven and compelling brand & product stories

# MEDIA PARTNERS

**HYPEBAE**

LUXIDERS

**TUSH MAGAZINE**

*WeAr*

Süddeutsche Zeitung

*Gala*

DAS  
WETTER

**NYLON**

**ANTAGONIST**

**WWD**

**BOF**

**MODEM**

VOGUE

**BLONDE**

GRAZIA

**ICONIST**

Drapers

**TextilWirtschaft**

textilrevue

österreichische  
textilzeitung

Journal<sub>du</sub>Textile

Professionell in de mode  
**textilia.**

FASHION

**style in progress**  
wo mens fashion

**032c**

FASHIONUNITED

FRÄU  
LEIN

Frankfurter Allgemeine  
ZEITUNG FÜR DEUTSCHLAND

 REFINERY29

ZEITUNG MAGAZIN

**J'N'C**







**HARI NEF**



**JANINA UHSE**



**WILSON ORYEMA**

## **INFLUENCER**



**JAN MICHAEL QUAMMIE**



**ZOE WEES**



**KICKI YANG ZHANG**



**NOONOOURI**



**SARAH ALMORIL**



**LENA MEYER LANDRUT**

## **COOPERATIONS**



**OUMI JANTA**



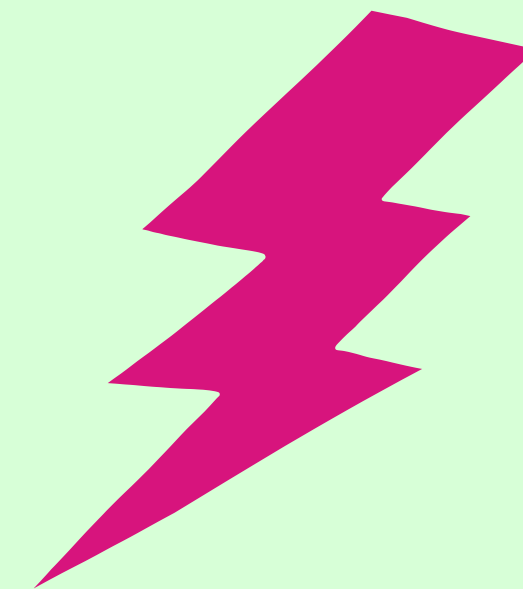
**MADELEINE DARYA  
ALIZADEH**



**LISA VICARI**



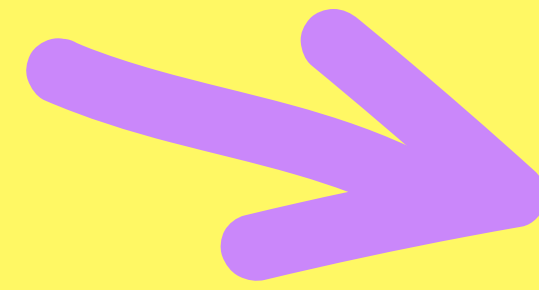
**NATHANIEL KLAUS**





# CONTENT

- Bring your campaign to life and create the experiential highlight of your storytelling.
- Create positive brand equity through value-based communication and cultural credibility.
- Edutainment: Take steps towards transparency and bring your customers on the journey.



# CONNECT

- Connect with an influential target group and collect valuable insights.
- Interact with the audience through highly engaging experiential marketing.
- Enhance brand awareness and brand image in a demanding and influential audience.

# COMMERCE

- Activate sales and generate new customers.
- Expand your audience online and offline via influencers, social media and engaging activations.
- Drive traffic to your online store to activate your more sustainable options.





# \* PARTICIPATION (CHECKLIST) \*

## **1. BRING YOUR VALUE-DRIVEN STORIES & PRODUCTS TO THE GROUND**

Bring exciting products and tell your stories around them.

## **2. CREATE AN IMMERSIVE, ACTIVATING BRAND POP-UP**

Don't just showcase products - but tell an exciting story and actively engage customers.

## **3. DEVELOP ENGAGING EVENT CONTENT**

Establish an editorial plan of stories, events and influencer activations to push throughout the 3 days.

## **4. LEVERAGE THE GROUND STORY ON YOUR OWN CHANNELS**

Make use of your own channels to spread the word and tell your audience about your products, stories and experiences.



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***Let's build this together  
from THE GROUND up.***

***JOIN***

