



Dear friends and supporters of the **FRANKfurtstyleaward**,

We are very happy and excited that the **FRANKfurtstyleaward 2019** enters the next round with the main theme **HEIMAT 4.0** (home, homeland). The 11th edition is dedicated to the home of the multicultural platform of the international talent contest and its main supporters, long-standing partners and friends from the Frankfurt/RhineMain metropolitan region.



With the FRANKfurtstyleaward 2019, we are looking at an omnipresent theme that touches us all: **HEIMAT - it's time for a HEIMAT 4.0 and it's now open as a fashion(able) marketplace**," says Hannemie Stitz-Krämer, founder of the AWARDS for Fashion and Design by now renowned throughout the world. "It will take the best 60 young designers with their creative and cultural

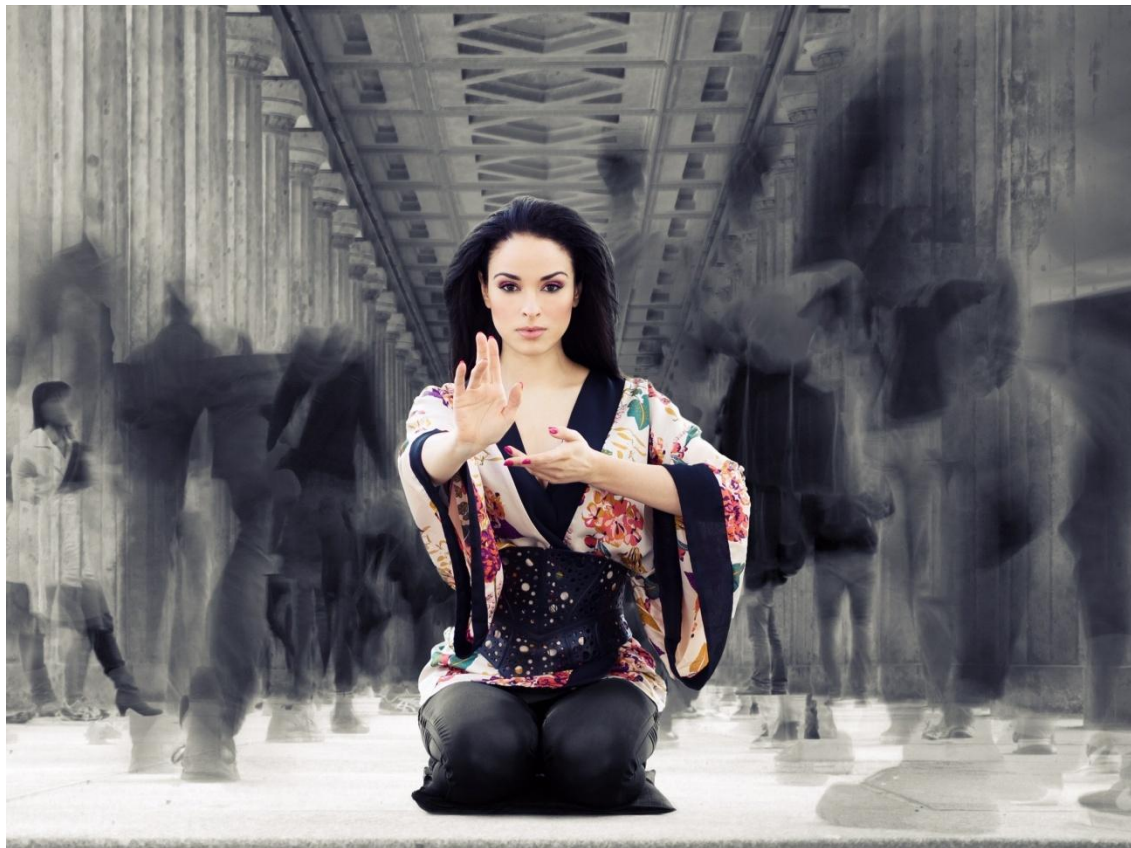
statements to Frankfurt to conquer with the **TOP60 COLLECTION "HEIMAT 4.0"** the international world of fashion

The 11th Call of the FRANKfurtstyleaward will redefine the topic of "Heimat" and invites young, upcoming fashion designers to provide this term with a new set of clothes – literally speaking. **On 29 June 2019, the Award Final will take place with fashion shows and the Award Ceremony at the Tendence**, the international consumer goods fair of Messe Frankfurt.

Frankfurt is the home of the FRANKfurtstyleaward. The joint Patronage of the City of Frankfurt together with Fraport AG and Messe Frankfurt has turned this contest into a highly acclaimed international talent contest for fashion and design.

International Brand Ambassador for the 2019 FRANKfurtstyleaward

The official FRANKfurtstyleaward International Ambassador for 2019 is the music star **Cindy Gomez** from Canada. Her appearance at the opening ceremony of the Winter Olympics in Calgary and the music video "Legendary" are world-famous. As a music star, actress, model and designer, she is thrilled by the vision of the FRANKfurtstyleaward and devotes her appearance at the FINALE and AWARD SHOW as International Ambassador to the young talents.



“Hello Frankfurt, it's an honour and a pleasure for me to become the ambassador of the FRANKfurtstyleaward and it's wonderful to know that this unique International Talent Contest “made in Frankfurt” is supporting young talents. I love the 2019 FRANKfurtstyleaward's theme: "HEIMAT 4.0". Our roots, origin and culture create part of our identity and shapes how we perceive the world and no matter where we are or what we do, a little piece of home always remains with us”.

New Group of Applicants

For the first time, participation is divided into three levels: **STUDENTS**, **MASTER CLASS** and **NEWCOMERS**. What was reserved during the past 10 years merely to fashion students, will be extended by general request by the levels Master Classes and Newcomers with an own label, ie including alumni and finalists of past FRANKfurtstyleawards (age limit: 35 years). The shows of the 20 TOP-Designs from the three

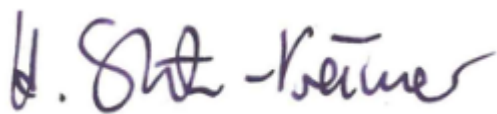
categories in the final at Tendence will be staged on 29 June 2019 on the market places: “Urban”, “Adventure” and “Earth”. They will be followed by an AWARD CEREMONY with the finalists of the contest and guests from the worlds of fashion, design, industry, culture and society. To apply for the FRANKfurtstyleaward, please click [here](#).

Guest Countries from Africa

Fashion from the African continent is at present more than a rising star – we are looking forward to impulses and inspiration from our guest countries and outstanding fashion designers who preserve their cultural heritage and make it sustainable and viable for the future.

Are you interested in supporting the FRANKfurtstyleaward 2019 and its international newcomers? Don't hesitate to contact us. We have a variety of interesting opportunities for you. We are looking forward to hearing from you.

Best regards,



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