

frankfurtstyleaward®

THE INTERNATIONAL
TALENT CONTEST
FOR FASHION & DESIGN

FRANKfurtstyleaward
Insight No. 02/2019



Dear friends and supporters of **FRANKfurtstyleaward**,

On March 7th the application deadline for the 11th FRANKfurtstyleaward was closed and the jury was enthusiastic about the quality of the submitted concepts and designs! 130 young, aspiring fashion designers from 30 nations defined their personal feeling for HEIMAT with boundless creativity and drew an impressive reflection of the search for "home" in a globalized world.

For the first time not only students, but also master students and newcomers in fashion & design are now hoping for a trip to Frankfurt and their presentation on the red carpets in Berlin, Paris, Cape Town and Vancouver. Valuable prizes such as FRANK®-The Trophy and a scholarship in Milan - and WOW: for the first time, the **State of Hessen Talent Award for Fashion & Design** is offering cash prizes. HA Hessen Agentur GmbH, official sponsor of the FRANKfurtstyleaward 2019, is supporting this talent competition with prize money totaling 10,000 euros, divided between the first three winners in the "Urban", "Adventure" and "Earth" lifestyle categories: 1st place 1,500 euros, 2nd place 1,000 euros and 3rd place 500 euros - a cherished milestone in the history of the FRANKfurtstyleaward.

The motto "HEIMAT 4.0" has been realized with extraordinary creativity and commitment, artistic designs and original concepts, characterized by traditions in everyday life and family origins. The inspiration of cultural roots has influenced the choice of fabrics and techniques used. Also themes of highest concerns of the young designers like the increasing destruction of nature by plastic, the migration problem or environmental pollution are expressed in the designs.

Guest Countries from Africa and High Competence of the Jury Members

This year, the fourteen-member Jury is endowed with enormous competence. In addition to our long-standing jury members, Rene Lang, President of the Association of German Fashion and Textile Designers e.V., Roland Thiessen, Managing Director of the Maßschneider-Innung Rhein-Main as well as haute couture designer and Berlin fashion prize winner Mahi Degenring; brand concept expert Christine Fehrenbach, keynote speaker for fashion, innovation and sustainability; Detlef Wildermuth, Director of the European School of Design and Elmar Schüller, innovation, design and economics expert, co-founder of the "Red Dot Design Award"; as well as Anastasia Liebe, a young ambitious designer from Wiesbaden, who was already part of the success story of the FRANKfurtstyleaward as winner in 2015. Also new is Dr. Haze NG. Teacher for Fashion Design at THEI, Technological and Higher Education Institute, Hong Kong, replacing Duncan Liu.

Africa's influence on global fashion trends is evident. A wonderful addition to the committee from this continent is Rama Diaw, a fashion designer from Saint Louis (Senegal), who uses local materials and techniques for her modern African designs and is remarkably committed to social projects in her home country. The Kenyan Waridi Schrobsdorff, now based in Berlin, wants to redesign African fashion and to create projects that connect the two worlds of Germany and Africa through the language of fashion.

Overview of Applications 2019

At the first opening of the competition for Master Class and Newcomer it is not surprising that most of the applications still came from the students of the invited fashion schools. Awareness of sustainability in fashion is evident in the choice of lifestyle categories, with "Urban" and "Earth" being the favored subject areas. Among the nationalities, entries from African countries represent the second largest group. These include countries such as Senegal, Ethiopia, Kenya, Nigeria, Sudan, South Africa, Swaziland and Zimbabwe. Most applications come from Germany from renowned schools such as Fahmoda Hannover or Modeschule Kehrer from Mannheim/Stuttgart. Worldwide, 37 schools have supported their students in their applications - including entries from Australia, Mongolia, Taiwan or the Caribbean island state of St. Vincent and the Grenadines.

Save-the-Date June 29, 2019

The **FRANKfurtstyleaward AWARD CEREMONY** with shows of the 60 TOP designs will take place this year on June 29 at the consumer goods fair **Tendence**, which is strongly oriented towards lifestyles with a new concept. Thus, in the marketplaces "Urban", "Adventure" and "Earth", the finals of the three categories of the same name will be staged accordingly. A great program will determine the day: from 09:30 to 12:00, the jury will select the finalists and winners. The **Finale Runway Shows** will take place at 2 p.m., 3 p.m. and 4 p.m. in the respective theme areas (Marketplace) in Hall 8. The highlight will be the **AWARD CEREMONY** at 5pm with the **FINALISTS** of the competition. From 6 p.m. a Get-together will be held at the invitation of **Tendence** together with exhibitors and guests from the fields of fashion, design, industry, culture and society.

Loyal Sponsors and Partners

At this point I would like to thank once again all the faithful companions and sponsors who have already supported us many times: The Famous Face Academy with Sevgi Schäfer, East West Models with Carlos Streil, designer Marco Macu but also the great moderation of Anke Seeling belong to the heart of the FRANKfurtstyleaward. In addition to Messe Frankfurt's firm commitment with Tendence, Texworld, Texpertise Network by Messe Frankfurt, apparelsourcing, avantex and leatherworld Paris and Neonyt Berlin as well as Source Africa in Cape Town is now joining in. Long-standing supporters are the Wirtschaftsinitiative FrankfurtRheinMain e.V., Fraport AG and, for some years now, HÖGL shoe fashion GmbH.

The ROADSHOWS to Berlin, Paris and Vancouver are further highlights. The 2019 tour starts with the kick-off in Cape Town, where we will present a preview of the "HEIMAT 4.0" COLLECTION. Here we are looking forward to present at the Source Africa, the important leading trade fair in the southern hemisphere. And last but not least: The show at the THE ARTS+ culture festival of the Frankfurt Book Fair 2019, for which we have meanwhile become a proven partner. Who knows where the journey will take us in 2020? There are already tempting goals - more will not be revealed at this point!

Enjoy the beautiful spring!

Yours,

A handwritten signature in dark ink, appearing to read 'H. Stitz-Krämer', written in a cursive style.

HANNEMIE STITZ-KRÄMER

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