

**FRANKfurtstyleaward
Insight No. 03/2019**

Dear friends and supporters of FRANKfurtstyleaward,

Phase III has begun - from the 66 sketches, the unique copies for the Finale and the Award Ceremony will now be produced in a few weeks with great effort and skill. The Finalists selected by the jury, including now the three young newcomers from Cape Town who received the most Likes for their design from the WILD CARD VOTING advertised on Facebook, are now dreaming of their grand appearance in Frankfurt at Tendence 2019. This year's motto "HEIMAT 4.0" has been realised with reflection and creativity and we can look forward to the next few weeks when the designs arrive and the TOP60 COLLECTION "HEIMAT 4.0" takes shape.

SAVE THE DATE

**PREISVERLEIHUNG_TOP 20 SHOWS
URBAN_ADVENTURE_EARTH**

HEIMAT 4.0

Hessischer Nachwuchspreis für Fashion & Design
Ort_Messe Frankfurt Tendence 2019
Samstag_29. Juni 2019
Schirmherrschaft_Stadt Frankfurt am Main
Offizielle Botschafterin_Cindy Gomez

Theilge - Electroling Tine Joanne, EnglishKochi, Konzept Alenti, Joy, Welter in the

SEIEN SIE DABEI

Weitere Informationen__www.frankfurtstyleaward.com    

The winners of the "FRANKfurtstyleaward 2019", who, in addition to the FRANK® Trophy, can also hope for the first time for the State of Hesse Newcomer Award for Fashion & Design" endowed with 10,000 euros as well as attractive prizes and scholarships, will experience an unforgettable day at Tendence on 29 June 2019 with the Final Show and the Award Ceremony.

The Award Ceremony 2019 of the International Talent Contest is also the premiere of the TOP60 COLLECTION - the Roadshow of the 60 best talents. At the beginning of June, the FRANKfurtstyleaward will be presented with the seven finalists of the successful Design Academy of Fashion Cape Town at the Source Africa (11-14 June 2019) in Cape Town. After the FINALE SHOW in Frankfurt, the tour continues to Berlin, Paris and Vancouver to culminate in the cultural festival THE ARTS+ at the Frankfurt Book Fair in October, 2019.

The FRANKfurtstyleaward Ceremony at the Tendence consumer-goods fair is another milestone in the history of the unique, worldwide competition for young designers in fashion & design.

"Save-the-date" for 29 June 2019 and secure tickets for the extraordinary fashion event including a groovy After-Show Party in honour of our African host countries. The official ticket sale on FRANKfurtstyleaward.com starts on May 1, 2019. Be there - Be part of it!

To the poster: The submission by FRANKfurtstyleaward 2019 Finalist Eva Ruthe (Fashion School Kehrer, Stuttgart) with the title: "planet earth is our home. There is no planet B." sums up the overall conclusion: "In a global world, the feeling of home is more than one's own four walls - one's own city or one's own country - it's about our home planet, the earth, and it should be preserved and saved. Around the globe, young fashion designers agree that home should be redefined. "Home. Everyone knows the word. It is immortal. We long for home. Home is more than a place. A feeling. A memory".

Yours,



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