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FRANKFURT STYLE AWARD 2020

CALL FOR ENTRY

Patronage_City Frankfurt am Main

Host_Messe Frankfurt TENDENCE 2020

Finale Shows & Award Ceremony_June 27, 2020

Guest Country_Canada

Application Period_December 1, 2019 – February 28, 2020

find out more_www.frankfurtstyleaward.com

Motto 2020 – BENEFITS of CHANGE

The world, nations and societies have always been in a process of change. Culture and conventions have changed, bans have been abolished and new paradigms have defined the rules of coexistence. Fashion is the medium that reflects these transformations. Today, change is more necessary than ever. And should it not develop faster than ever before, when the environment, values and new rules of coexistence are at stake?

How can fashion reconfigure the setting of your life?

It is time for **BENEFITS of CHANGE!**



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Choose your favorite category:

- **Category 1: Create your Revolution**
If you want to change the world, start with yourself. With what you wear individually on the body, you set new priorities. Create your own fashion revolution, because every revolution has had humble beginnings.
- **Category 2: Explore Cradle to Cradle**
Cradle to cradle – creating cycles – is the philosophy of our time. Create something new from something that exists already. Integrate used materials, objects or fabrics. Let yourself be inspired and inspire us!
- **Category 3: Dream your Dreams**
Duality – who says that reality and fantasy are separate worlds? Accept parallel spaces and many realities that are still unconscious. Where do we feel more than we know? This is your playground for the unthought, the unseen and whatever exists “only” in your fantasy. Let enchantment become a mode in which the change and its benefits and your ideas of a better world are already visible.

CALL FOR ENTRY 2020

Der FRANKfurtstyleaward 2020 invites young fashion design talents worldwide on the levels of “Students”, “Master Class” and “Newcomers” to submit their creative ideas in line with the motto **BENEFITS of CHANGE**. Applications can be submitted online from December 1, 2019 until February 28, 2020 on www.frankfurtstyleaward.com.

APPLICATION GUIDELINES 2020



PARTICIPATION REQUIREMENTS

The FRANKfurtstyleaward 2020 is open for three application levels:

1. **STUDENTS:** Students who are enrolled at international fashion & design schools
2. **MASTER CLASS:** Master students
3. **NEWCOMER:** Newcomer/Alumni with own label, finalists of past FRANKfurtstyleawards (no age limit)

Please enclose the following documents with your application:

1. **STUDENTS:** enrollment certificate of school / university / institute
2. **MASTERCLASS:** Diploma, certificate, Bachelor
3. **NEWCOMER:** fashion label and awards (e.g. finalist FRANKfurtstyleaward 2008 - 2019 / Alumni)

Creations that have already been submitted for another non-school or college competition are not permitted.



EVALUATION FOR THE FINAL

A jury of experts will evaluate the submitted applications. In the first round of voting, the jurors will assess the concept and design sketch. Points will awarded for originality of ideas, the color concept, the selection of materials as well as the creative interpretation.

In the final round, the focus will primarily be on the manifestation of the concept. The most important factors are the technical ability, quality of the craftsmanship, wearability and the overall impression.

In 2020, special attention will be paid to innovative materials and technologies that consider the conservation of our environment as well as the values of transformation and digitalization.

The decision of the jury is final and may not be legally challenged.

The organizers of the contest reserve the right to exclude models from the evaluation that are not presentable.



PORTFOLIO

Cover letter: Brief text providing information about yourself, your passion for fashion and interest in the FRANKfurtstyleaward. Please make your choice for your favorite category (Create your Revolution, Explore Cradle to Cradle, Dream your Dreams) (max 1000 characters incl. blank spaces and a portrait photo).

Concept: An interpretation of the guiding theme and presentation of your selection of cuts, fabrics and colors (max. 1500 characters incl. blank spaces).

Design Sketch: The visual presentation of your concept. The sketch of your idea is decisive for your later garment (max. 1 DIN A4 page).

Sizing: Finished garments should be in the following sizes: Women - GER 36/FR 38/IT 42/INT S; Men – GER 50/FR 52/IT 56/INT M



APPLICATION

All application materials must be submitted in English online by February 28, 2020 at www.frankfurtstyleaward.com

The application form is available under www.frankfurtstyleaward.com where you can submit your personal information, the cover letter and concept.

Upload your sketch, your photo and enrollment certificate as a JPG file in the provided form on the page (max. upload size: 5 MB).

Please name all files after the following pattern: CATEGORY_LAST NAME_FIRST NAME



COST

The participation in the contest is fee-based. The application fee is:

- Students: 149 Euro (incl. 19% VAT)
- Masterclass: 149 Euro (incl. 19% VAT)
- Newcomer: 249 Euro (incl. 19% VAT)

ATTENTION: EARLY BIRD DISCOUNT
If you apply until January 6, 2020, you will receive a 20% discount

Participants bear the costs for making and shipping the finished designs. The organizers are not liable for any damaged or lost items.

You will be given detailed information about avoiding customs fees in due time. The organizers reserve the right to not accept shipping with custom fees and to exclude the participant from the contest.

The organizer covers accommodation on the night of the award ceremony as well as free tickets for the international consumer goods fair TENDENCE on June 27, 2020 in Frankfurt.



AWARD CEREMONY

A total of 60 finalists will be nominated (20 participants per category).

All nominees will receive an invitation to the FRANKfurtstyleaward award ceremony. Attendance is preferred.

A total of 10 prizes worth up to 100,000 Euro will be awarded including FRANK®- THE TROPHY, coachings by amui – from prototype to production (value 5,000 Euro, 7,500 Euro, 10,000 Euro), scholarships, attractive non-cash prizes and internships.

Please find further information about the prizes at www.frankfurtstyleaward.com