

FRANKfurtstyleaward
Insight No. 03/2020

Dear Friends and Supporters of the FRANKfurtstyleaward,

When we launched the 12th edition of the FRANKfurtstyleaward in December 2019, we hoped to change the (fashion) world. But no one expected and predicted the extent and dynamics of the change we are now facing. We are therefore all the more proud that we have succeeded in holding this year's competition and crowning it with a virtual online event.

The Award Ceremony and Finale Show with the TOP10 COLLECTION of the FRANKfurtstyleaward 2020 "BENEFITS of CHANGE" will take place on June 27, 2020 from 14 hrs. to 16 hrs. as a digital hybrid event. The host for this virtual highlight of the international competition for fashion & design is the renowned Airport Club Frankfurt.



BENEFITS OF CHANGE

Around 160 young up-and-coming designers from all over the world took part in the competition as Students, Master Class graduates or Newcomers under the guiding theme BENEFITS of CHANGE with the three categories Create your Revolution, Explore Cradle to Cradle and Dream Your Dreams. Today more than ever, the motto 2020 corresponds to the spirit of the times. It focuses on the challenges and opportunities that lie ahead of us and, above all, of the next generation of fashion designers, arising from transformation processes, digitalization, migration and environmental developments.

Instead of sending in their fashion creations and being in the spotlight at the Tendence consumer goods fair in Frankfurt in person, all of the TOP60 nominated finalists seized their opportunities under lockdown conditions and "packed" their innovative and creative designs into true digital works of art. In addition to the traditional fashion shows and exhibitions, this opens up new international "showrooms" for young fashion talents, where FRANKfurtstyleaward participants are welcome.

Main prizes for the winners of the FRANKfurtstyleaward 2020

The ongoing digitalization and transformation processes in the textile industry are reflected in the innovative main prizes worth a total of almost 50,000 Euro, which, in addition to the "Outstanding Talent" award and the three first-place prizes with the "FRANK TROPHY", also beckon the winners of this year's TOP60 COLLECTION.

Thus, [amui.space](#) is providing the 1st prize in each category with "**From Prototype to Production to Market**". Followed by the "**Innovative Designer Premium Entry**" as 2nd prize in each category, which will be provided by [STAIY](#). The main prizes are rounded off with the 3rd prize "**Showroom Online Package**" from [MyFashionary](#).

Procedure of the FRANKfurtstyleaward 2020

As in previous years, the jury selected the TOP60 COLLECTION from the 160 applications from all over the world in the first step. In a wild card voting via Facebook, three wild cards were awarded for the finale.

The 63 winners of the semi-finale were asked to present their design in a two-minute video clip. All contestants submitted their video presentation and messages within the deadline (June 1, 2020).

From these videos, the international jury chose the TOP10. The TOP10 winning designs are expected at the **TOP10 FASHION SHOW 2020** in Frankfurt and will be professionally prepared by the FRANKfurtstyleaward partners [Famous Face Academy](#) and [East West Models](#) for the production in the FINALE on June 27, 2020.

The TOP10 COLLECTION will also be presented at the planned roadshow dates (depending on the situation regarding COVID-19 at the respective dates).

Program on June 27, 2020

The Finale Show of the FRANKfurtstyleaward 2020 "BENEFITS of CHANGE" will take place as a live stream event. The FRANKfurtstyleaward participants and alumni, the fashion schools and the fashion community will be invited to participate in the event via a link in good time.

- Location: Airport Club Frankfurt
- Date: 27 June 2020
- Time: 14.00 hrs to 16.00 hrs
 - Final selection of the nominated TOP10 winners
 - Award Ceremony per category by our sponsors amui, STAIY and MyFashionary
 - Video clip show of the 10 winners
 - Live Defilee of the TOP10 Outfits
 - Outlook for the roadshow stops 2020/21

We would like to invite you to take part in this special Finale Show and Award Ceremony of the FRANKfurtstyleaward 2020. We will gladly send you the corresponding link to the livestream event in good time.

Don't miss it! We are looking forward to your company on the new track.

Warm regards,

Hannemie Stitz-Krämer

President & Founder of FRANKfurtstyleaward

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