

**FRANKfurtstyleaward**  
**Insight No. 04/2020**

Dear Friends and Supporters of the FRANKfurtstyleaward,

We are still very excited about the fact that the Livestream Award Ceremony and Finale Show of the **FRANKfurtstyleaward 2020** went so great. More than 800 guests attended the livestream event, which was broadcasted from the Aiport Club Frankfurt on June 27, 2020. We didn't expect such a positive response and we would like to thank all of you very much!

From the **TOP60 finalists from 17 countries**, who for the first time presented their entries in self-created video clips, the expert jury selected the **TOP10 winners** of the International Competition for Young Fashion & Design Talents in the final evaluation on June 27, 2020.

**The winners in the category "Create your Revolution" are:**

1. Place: "Samurai of the Spectrum", **Yevgeniya Melnyk, Ukraine**, Newcomer, London College of Fashion, London
2. Place: "A Wild Revolution", **Aviram Fima, Israel**, Student, Shenkar College of Engineering and Design, Tel Aviv
3. Place: "The Beginning of female Independence", **Fan Xintian, China**, Student, Raffles College of Higher Education, Singapore



Samurai of the Spectrum



A wild Revolution



The Beginning of Female Independence

Photos by: Simon Zimbardo

**The winners in the category "Dream your Dreams" are:**

1. Place: "Fairies from Cottingley", **Liudmyla Tokarska, Ukraine**, Newcomer, Odessa Theater and Art College, Kiew
2. Place: "The Sufi Whirling Dervishes", **Gal Benjamin, Israel**, Student, Shenkar College of Engineering and Design, Tel Aviv
3. Place: "The sparkling Cement", **Rotem Izhaki, Israel**, Student, Shenkar College of Engineering and Design, Tel Aviv



Fairies from Cottingley



The Sufi Whirling Dervishes



The Sparkling Cement

Photos by: Simon Zimbardo

**The winners in the category "Cradle to Cradle" are:**

1. Place: "Is there Life on Mars?", **Anna Kostochka, Ukraine**, Master Class, Kyiv National University of Technologies and Design, Kiew
2. Place: "The Human Condition", **Emily Kion Joon Yee, Singapore**, Student, Temasek Polytechnic
3. Place: "War of Earth", **Rachel Olivia Troost, South Africa**, Student, Elizabeth Galloway Academy of Fashion Design, South Africa



Is there Life on Mars?



The Human Condition



War for Earth

Photos by: Simon Zimbardo

**Winner "Outstanding Talent"**

- "Ars over Java", **David Cohen, Israel**, Student, Shenkar College of Engineering and Design, Tel Aviv

"We are very proud that we were able to host the 12th edition of the FRANKfurtstyleaward at all and celebrate it with this fantastic livestream Finale Show," says Hannemie Stitz-Krämer, founder and organizer of the global career platform for fashion & design newcomers. "And it was worth it to digitize the format of this internationally renowned fashion award. The TOP60 finalists submitted great videos with their very creative ideas, some of which were very emotional and touching, presenting the young talents as well as young professionals and their fashion creations".

### **Main prizes with a total value of around 50,000 Euro**

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

Thus, **amui.space** provides the 1st prize in all three categories with "**From Prototype to Production to Market**". The runners-up in each category will receive an "**Innovative Designer Premium Entry**" from **STAIY**. The third prize is a "**Showroom Online Package**" from **MyFashionary**. For details, please check out our Website.

The Outstanding Talent will be invited by **Vancouver Fashion Week** to present his collection in spring 2021 or autumn 2021.

In addition, the **Häuser der Mode (Houses of Fashion)** in Frankfurt will provide the TOP10 winners with a showroom on one day each in September so that the young up-and-coming designers can take their individual photos. Furthermore, the TOP10 winners receive an annual membership in **VDMD - Network of German Fashion and Textile Designers**.

### **Advantages for the TOP60 finalists 2020**

But not only the winners benefit this year from the sponsors of the FRANKfurtstyleaward. All TOP60 finalists can apply for an online presence at STAIY at half entry price. In addition, the TOP60 receive special conditions from the three main sponsors.

Furthermore, the TOP10 winning models have the opportunity to appear at the **NFZ New Fashion Zone** Catwalk in Kiev, the **Africa Fashion Reception** in Addis Ababa and the **Vancouver Fashion Week**.

Additionally to the prize for the Outstanding Talent, the founder and producer of Vancouver Fashion Week, Jamal Abdouraham, surprised the TOP10 Award winners with a 50 percent discount for presentation at the shows of the **Global Fashion Collective** in New York and Paris.

### **Live Stream Highlights**

In the unusual setting of the livestream event, Nelly Rodi, who is the honorary chairperson of this year's jury, was awarded the **FRANK®-TROPHY**". The well-known French "fashion marketing queen" received this award for her life's work and her achievements in the international fashion market. The trophy was presented to her by Michael Scherpe, who was President of Messe Frankfurt France in Paris from 2002 to early 2020.

In a video message, Olaf Schmidt, Vice President Textiles & Textile Technologies of Messe Frankfurt, congratulated all 160 participants in the competition, the TOP60 and, above all, the TOP10 winners, also on behalf of his colleagues of Messe Frankfurt. Schmidt, who is also responsible for the newly won Frankfurt Fashion Week, would be delighted to see the young up-and-coming talents again one day on the major catwalks of the fashion world and perhaps even in Frankfurt at **Frankfurt Fashion Week 2021**.

The patron of the FRANKfurtstyleaward 2020, Olivier Lapidus, who has supported the nomination of the finalists and winners of the competition from the very beginning, welcomed the participants and guests in the live stream and interpreted this year's motto "BENEFITS of CHANGE": "The new generation will not only change fashion but also the fashion system. Ecology, the evolution of the web, the meaning given to things will be newly given in the universe of creation. It could be that being may be more important than appearing!"

"The journey is the destination," answered Hannemie Stitz-Krämer, founder of the FRANKfurtstyleaward, who has been committed to the City of Frankfurt and its reputation as a fashion location for years, when asked what the move of the Berlin Fashion Week to Frankfurt meant for her. "The FRANKfurtstyleaward has grown organically with its honorary sponsors and partners. It has gained a lot of attention and recognition in the international fashion world and has established valuable partnerships in Europe, Canada, Africa and China. The mission is still to support talented and young professionals in fashion creation." The FRANKfurtstyleaward has mastered Covid-19 with 160 participants and his loyal supporters and is looking forward to the future.

### Sponsors & Partners



We are excited about what the future will bring and will keep you up to date.

Warm regards,

Hannemie Stitz-Krämer

*President & Founder of FRANKfurtstyleaward*

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