



frank
furtstyleaward[®]

THE INTERNATIONAL
TALENT CONTEST
FOR FASHION & DESIGN

FRANKfurtstyleaward 2020-2021

Review – Best of „Art in Fashion“ – Preview

frank furtstyleaward®

THE INTERNATIONAL
TALENT CONTEST
FOR FASHION & DESIGN



Photo (left to right): Jutta Tarlan, Martina Züngel-Hein, Hannemie Stitz-Krämer, Petia Kalev, Ronny Bergweiler, Angelika Christ

The **FRANKfurtstyleaward** is one of the world's most established global fashion contests for students and young professionals. It stands for a sustainable talent and career platform that connects newcomers, professionals, colleges, universities, creators and the fashion & style communities. The contest's unique concept supports innovative ideas, creativity and inventive achievement and offers its participants an international springboard into the fashion world.

Review

2020



FRANKfurtstyleaward 2020

The year of Change

Due to the difficulties of this year's pandemic we made changes to keep going and give our creative designers the best possibilities to grow and experience BENEFITS OF CHANGE.

Instead of sending in their fashion creations and being in the spotlight at the Tendance 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 - fashion videos.

The FRANKfurtstyleaward has mastered Covid-19 with **160 participants from 17 countries** and his loyal Frankfurt based supporters, Famous Face Academy and East West Models, and is looking forward to the future.



All Finalist Video Submissions can be viewed on our

Youtube Channel

<https://www.youtube.com/c/Frankfurtstyleaward/>

Our Motto

BENEFITS OF CHANGE

The categories

Dream your Dreams
Create your Revolution
Cradle to Cradle

Digital Finale Show

The FRANKfurtstyleaward goes Digital

"We are very proud that we were able to host the 12th edition of the FRANKfurtstyleaward at all and celebrate it with this fantastic hybrid live stream Finale Show. 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"

- Hannemie Stitz-Krämer, founder & organizer of the award



More than
800 Guests

attended the Livestream event

The host for this virtual highlight of the international competition for fashion & design was the renowned **Airport Club Frankfurt**

Guest Country



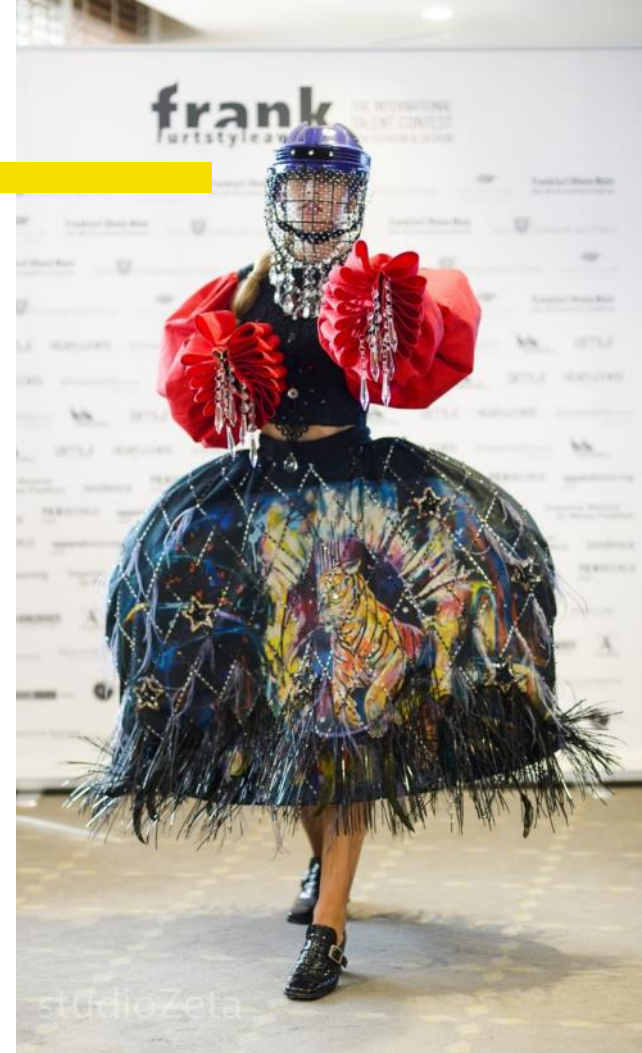
Ukraine

All of this year's
1st Place Winners
are from the Ukraine



NEZ
NewFashionZone

In collaboration with the
New Fashion Zone
many creative designers from our guest country
got the chance to take part in this years
competition



Winners 2020

Top 10 Designs

We are proud of the **diversity** of our TOP 10 Winners **nationalities!** Amongst them Israel, Ukraine, China, Singapore and South Africa

We are also happy to announce the outstanding performance of schools that regularly take part in the Talent Contest: **Shenkar College of Engineering and Design** with 4 winners total & **Raffles College of Higher Education**

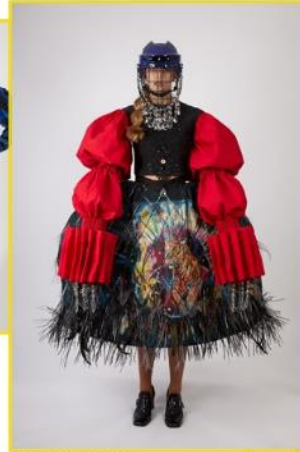
Yevgeniya Melnyk



Aviram Flina



Fan Xintian



Liudmyla Tokarska



Gal Benjamin



Rotem Izhaki



Anna Kostochka



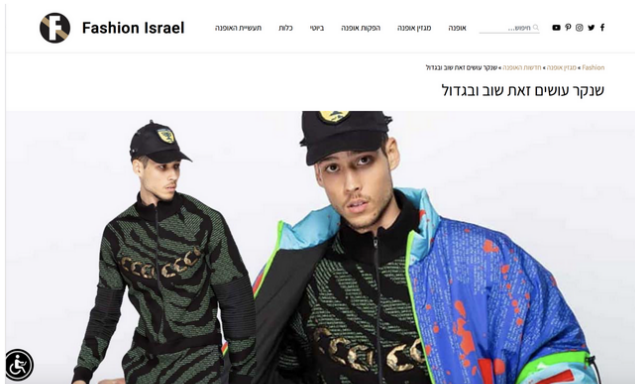
Emily Kiong Joon Yee



Rachel Troost

Press Highlights

Fashion Israel, Israel



פורטס על ידי 29.06.2020 Fashion Israel

שנקר לא יתנו לקורונה לעצור אותם. סטודנטים משנקר זכו במקומות הראשונים ב-
Have A Winner – תחרות אופנה בינלאומית שנערכה בשבת בפרנקפורט. דודי כהן,
סטודנט משנקר, זכה במקום הראשון (Outstanding Talent). גם אבירם פימה, גל
בנימין ורותם יצחקי בין הזוכים. **גאוה ישראלית**

Tencent News, China

Shirley Schäfer (l.), Ambassador 2020, & Sevgi Schäfer (r.)



雪黎谢菲尔被冠以德国法兰时尚大奖全球大使头衔

6月27日第十三届德国法兰时尚大奖因疫情被迫在法兰克福举行了云典礼。典礼上所有在场人士全程佩戴口罩配合防护条例。德籍华裔美女设计师雪黎谢菲尔 (Shirley Schaefer) 被冠以德国法兰时尚大奖全球大使头衔，作为首位亚裔面孔站立在欧洲时尚精英舞台。雪黎自豪的对欧洲媒体宣布其华裔身份，成为了此次年度时尚盛典的镜头焦点及热点话题。

Bild-Zeitung, Germany



„FRANKFURT STYLE AWARD“ Frankfurt übt schon für die „Fashion Week“



Das Kleid der Uskammer Luchtyla Tokarska könnte als Konzeptkünstler durchgehen, gehört zu den Siegen in der höchsten Kategorie des Preises.
Foto: Vivienne-Mannus

VON: JÖRG ORTMANN
28.06.2020 - 13:31 Uhr

Frankfurt – Finale des „Frankfurt Style Award“! Die 12. Ausgabe des internationalen Newcomer-Modepreises unter dem Motto „Benefits of Change“ wirft seine Schatten für die „Frankfurt Fashion Week“ im nächsten Jahr voraus.

Social Media

Instagram

1.300 Follower

700 views per IG Story

<https://www.instagram.com/frankfurtstyleaward/>

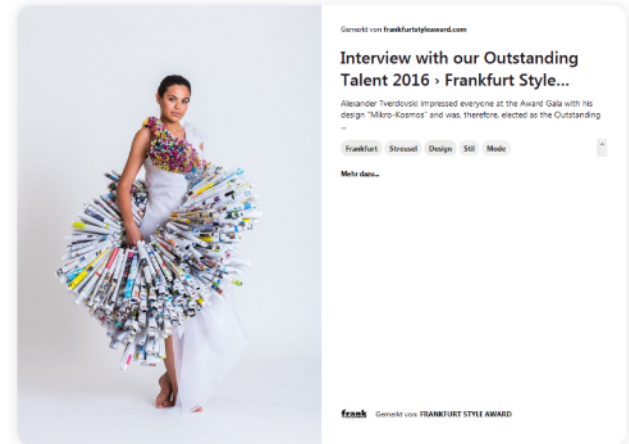
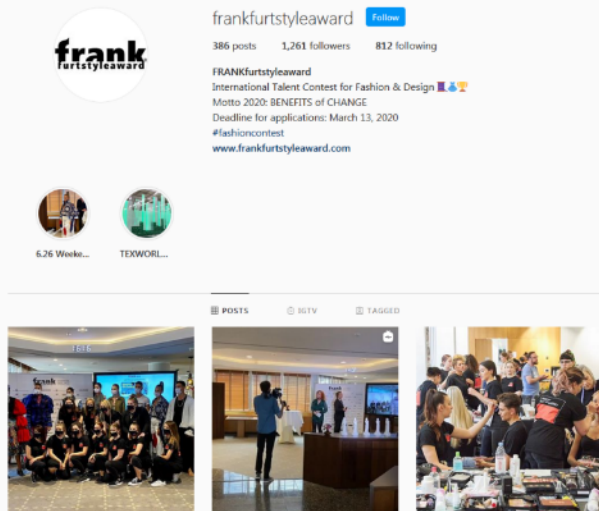
Facebook

12.750 Subscriber

<https://www.facebook.com/FrankfurtStyleAward/>

Pinterest

<https://www.pinterest.de/frankfurtstyle/>



Exhibitions (postponed)

Visitor Numbers

Date Open



Africa Fashion Reception
Addis Ababa and Paris

September 2020

14.-17.

Texworld, Apparel Sourcing, Avantex Leather World
(Paris)

15.000+

October 2020

14.-16. New Fashion Zone Award, Kyiv, Ukraine

Vancouver Fashion Week

60.000+

Frankfurter Buchmesse – The Arts+

300.000+

Sponsors

... of the Main Prizes

amui
assembled mindset manifests unity intelligently

stary.com

showroomonline
by  FASHIONARY

„From Prototype to Production to Market“ (Value: 22,500 EURO)

„Innovative Designer Premium Entry“ (Value: 15,000 EURO)

„Showroom Online Package“ (Value: 8,700 EURO)

& Co

 **VANCOUVER**
FASHION WEEK

tendance

TEXWORLD
PARIS

apparelsourcing
PARIS

avantex
PARIS

leatherworld
PARIS

NEZ
NewFashionZone

hd

LEGENDARY GOLD Limited
...Legendary Services as valuable as gold

Frankfurt Rhein Main
Die Wirtschaftsinitiative

Netzwerk Deutscher Mode-
und Textil Designer e.V.
Association of German
fashion and Textile Designers

VDMD

BRACHTWERK
»Gutes aus der Heimat«

Patronage

Olivier Lapidus



Peter Feldmann



&

“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!
– Olivier Lapidus”

STADT  FRANKFURT AM MAIN

Partners



Airport Club Frankfurt
East West Models
Famous Face Academy
Fashion TV Production
Montieth & Company
Mahi Degenring Couture
Anke Seeling
Evi Sofianou
Simon Zimbardo
Studio Zeta – Fotografie + Gestaltung

Our video content is accessible to over
500.000 Subscriber of
Fashion TV

Jury

(left to right)



Christine Fehrenbach
Inbar Carmel
René Lang
Lexy Mojo Eyes
Nelly Rodi



Dominique Deroche
Mahi Degenring
Roland Thiessen
Barbara Weigand
Elmar Schüller



Anastasia Liebe
Detlef Wildermuth
Carlos Streil
Sevgi Schäfer
Dr. Haze Ng

Preview

13th Edition



Kunst Verein Famile Montez

A collaboration of ART & FASHION

FRANKfurtstyleaward 2020 presents the **Top10 Winners Collection** at Kunstverein Familie Montez

FRANKfurtstyleaward 2020 under the motto "Benefits of Change" goes into extension and stays in Frankfurt as a harbinger of the first edition of Frankfurt Fashion Week in July 2021. Thanks to the invitation of the Kunstverein Familie Montez (www.kvfm.de), the International Young Talent Competition for Fashion & Design is honored with the exhibition of this year's TOP10 Winners Collection to start a series of installations from the "Best of..." of the past AWARDS.

The exhibition at the Kunstverein Familie Montez is a great ovation and a sign of appreciation to all participants, winners and finalists of the worldwide fashion design competition, which honors special talent and outstanding performance with the FRANK® TROPHY.



Our participants embody ART in FASHION

Emily Kloug Joon Yee



Liudmyla Tokarska



Rachel Troost



David Cohen



Anna Kosiochka



Fan Xintian



Yevgeniya Melnyk



Rotem Izhaki

Design Sketches
by our participants
2020

FRANKfurtstyleaward at the Frankfurt Fashion Week

„FRANKfurtstyleaward is a sustainable career platform for international fashion/design newcomers, an international impulse generator for the future-oriented textile industry and a promotion tool for the newborn fashion capital Frankfurt.“

The first “Frankfurt Fashion Week” in 2021 will offer great opportunities for the worldwide unique Talent Contest for Fashion & Design which has grown under the Patronage of the City of Frankfurt Main, since 2008.

It will become t h e “Moment of Truth” for the Frankfurt-based AWARD which developed successfully to be the N°1 non-commercial competition for international fashion schools, their students and alumni as well as young professionals. The nomination for the FINALE and to be part of the TOP60 FRANK COLLECTION might open the way to the debut in Frankfurt and to present at fairs and exhibitions in Paris & Shanghai, as well as during fashion weeks in Berlin, Vancouver, Kiev, Addis Ababa, Cape Town and more...



A new Role

at the pulse of Frankfurt Fashion Week

The 13th edition of FRANKfurtstyleaward is engaged to play a considerable part at Frankfurt Fashion Week. **The Award's FINALE and SHOW is designed as exclusive event and will celebrate the "new fashion metropolitan region"** with our partners, sponsors and guests: representatives and celebrities of the Rhine-Main Metropolitan Region and of our Guest Country 2021, leaders of politics, economy, culture, society, as well as guests of the Frankfurt Fashion Week and the regional fashion community.

Coronavirus in defiance...The FRANKfurtstyleaward 2021 has the potential to top all previous AWARD FINALES, so far.

Please have a look

<https://frankfurtstyleaward.com/en/impressions/best-of-frankfurtstyleaward-2016-2019/>



2016 - Alter Oper Frankfurt - Partner Country China
2017 - Fraport Forum, Airport Frankfurt – Partner Country USA
2019 - Tendence, Messe Frankfurt and Reception at Kaisersaal of the Römer
with Guest Countries from Africa

Motto 2021

Windows of a new World

InnoVision

Everyone knows: fashion needs to push borders and move forward. In a world of ever-changing design, innovation and a unique vision is key to create something new. Following the leading theme “BENEFITS OF CHANGE” (2020) which was about change and revolution, it is now time to ask the question: **What is the destination of these changes? What do we envision when we look through our personal “window” into the new world?**

UnitedDiversity

We live in an era burdened by big changes and even bigger challenges. This is a story about our differences but also about what unites us. **How can we find a way through this turmoil and find union while holding on to our diversity? How can we face all those challenges and come back stronger?**

PostModernReality

Despite big obstacles, there are also many new and exciting possibilities in the wonders and connections of digitalization, new versatile and sustainable materials we can work with, new ways to shape workflows and manufacturing processes to be even more efficient, and much more! **There are so many positive things our future has to offer. What can we do with them?** What will our PostModernReality look like?

Timeline

(all dates are subject to change)



November 2020

CALL FOR ENTRY - LAUNCH EVENT
Press Event in the Römer

April 2021

**TOP 60 Frankfurt Collection Announcement /
Wild Card Voting**

Juli 2021

6.-8. Frankfurt Fashion Week

3./4. FRANKfurtstyleaward Finale Event
Prelude to the Frankfurt Fashion Week

Be part of it

Our **Newsletter**
„FRANKfurtstyleaward Insight“
is received regularly by up to
4.400 Subscriber

2.400 participants
have already taken part in the
competition and 720 of them made
it to the FRANKfurtstyleaward finale

Visit our website for more
information
and upcoming events.
www.frankfurtstyleaward.com

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furtstyleaward

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VANCOUVER TEAMERS LEGENDARY GOLD NEZ amui Factor Tri-Product studio/eta
KEVIN OAKES BRACHTWERK PUBLIC RELATIONS PARTNERS ATELIER BY FRANKFURT LUXURY DESIGNER Feed Artist Award MONTETH & COMPANY VANCOUVER TEAMERS
LEGENDARY GOLD NEZ amui Factor Tri-Product studio/eta KEVIN OAKES BRACHTWERK
PUBLIC RELATIONS PARTNERS ATELIER BY FRANKFURT LUXURY DESIGNER Feed Artist Award MONTETH & COMPANY VANCOUVER TEAMERS LEGENDARY GOLD



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