

**FRANKfurtstyleaward
Insight 01/2021**

Dear Friends and Supporters of the FRANKfurtstyleaward,

Everything was prepared for the 13th edition of the FRANKfurtstylaward 2021 "**Windows of the New World**". But then came the third Corona lockdown and not only the 13th Call for Entry of the International Talent Contest for Fashion & Design remained "on hold", but also the first Frankfurt Fashion Week was "postponed" due to the pandemic.

Under the patronage of the City of Frankfurt/Main with Lord Mayor Peter Feldmann and the new first citizen of Frankfurt/Main, Mrs. Hilime Arslaner-Gölbasi, we have planned with caution and confidence a **FRANKfurtstyleaward Special Edition 2021**, in order to prove that Frankfurt has a lot to offer as a fashion metropolis, for the future of the fashion industry and especially as a springboard for the next generation of young fashion designers.

Today we cordially invite you to a Fashion Weekend with Fashion Shows & Showroom, a Fashion Art & Gourmet Festival as well as to the Frankfurt Fashion Lounge at the most beautiful place at Opernplatz.

FRANKfurtstyleaward Special from July 3 – 7, 2021



Saturday, July 3, 2021, 5.00 p.m. to 9.30 p.m.

Kunstverein Familie Montez hosts FRANKfurtstyleaward „Kunst in Mode“

Fashion shows with and for the "Heroes of Tomorrow" from Israel, Ukraine, Switzerland, Senegal and Germany (winners from 2019/2020), World Premiere of her Haute Couture Collection "Butterfly - Save the Beauty" created by Tara Katarina (14), an outstanding talent from Serbia, internationally awarded as a young talent "one to watch" fashion designer from Serbia.

The FRANKfurtstyleaward Newcomer will be staged and framed in a Show Program of our partners who are the couture experts of our jury: **Berkan Design, Degenring Couture, Barbara Wiegand losoy, Marco Marcu Fashion Design, Rama Diaw Fashion.**

- Host: Mirek Macke, Kunstverein Familie Montez
- Moderation: Anke Seeling
- Choreography: Marco Marcu
- Show Director: Kevin Oaks
- Event Partner: Berkan Tüzünatac
- Models: EastWest Models
- Styling: Famous Face Academy
- Catering: Hotel Krone Assmannshausen
- Video: Manuela Brodersen – Fashion TV
- Photo: Zübeyde Kopp, Studio ZetaZeta
- Music: DJ Kenny
- Organization: Hannemie Stitz-Krämer

Ticket: 75.00 Euro (per person) – You can buy your ticket in this [ticket store](#).



FRANKfurtstyleaward BENEFITS of CHANGE at KVFM in Frankfurt

Sunday, July 4, 2021, 2.00 p.m. to 9.30 p.m.

KRONE FASHION ART & GOURMET FESTIVAL

FRANKfurtstyleaward International Newcomers sponsored by Hotel KRONE ASSMANNSHAUSEN, one of the first 5-star hotels in Germany and the second oldest Grand Hotel in Europe. An all-day festival for all senses: international designer show, shopping in the historic hotel showroom directly from the designers' collections, delicacies from the buffet and live music for the After Show Party.

Preliminary program:

- 2.00 p.m. Fashion Salon & Art Gallery Opening:
- Fitting, Shopping & More
 - Gourmet Buffet by KRONE Chef de Cuisine
- 6.00 p.m. Berkan Design presents:
- Premieres and FRANKfurtstyleaward Special Selection on the occasion of the Frankfurt Fashion Week 2021 with and for the international newcomer „What You can't Buy ... Admire!“

Exhibitors:

- Berkan Design, Wiesbaden
- Mahi Degenring, Cologne
- Rama Diaw, Senegal
- Barbara Weigand, Munich

Heroes of Tomorrow:

- Joanna Atemnkeng, Germany
- Tara Katarina, Serbia
- Anna Kostochka, Ukraine
- Eugenia Meinyk, U.K.
- Ndery Ndao, Senegal
- Silvi Rutz, Switzerland

8.00 p.m. Gourmet and Wine Specialties

9.00 p.m. After Show Get-Together

- Host: KRONE ASSMANNSHAUSEN, Rheinuferstrasse 10, 65385 Rüdesheim am Rhein
- Organizer: Tufan Mestan and Berkan Design
- Partner Organizer: FRANKFURT STYLE AWARD International Talent Contest for Fashion & Design; HSK Premium Consulting & PR, Hannemie Stitz-Krämer

Participation in this exclusive fashion event is subject to a fee. If you would like to participate, please contact the Hotel KRONE ASSMANNSHAUSEN directly at the e-mail <mailto:info@hotel-krone.com> with the keyword "FRANKfurtstyleaward". For hotel accommodation, a room contingent is available at a special rate. Website of the KRONE ASSMANNSHAUSEN: <http://www.hotel-krone.com>.

Top 10 Designs



Wednesday, July 7, 2021, 12.45 p.m. to 1.00 p.m.

FRANKfurtstyleaward @ FRANKFURT FASHION LOUNGE

Opening of the Frankfurt Fashion Lounge with:

- Show „Heroes of Tomorrow“
- Premiere of the „Butterfly Collection – Save the Beauty“ by Tara Katarina (14) – „One to Watch“, „Most Promising Young Designer“, EU Fashion Talent Award

For tickets and information about all shows of the Frankfurt Fashion Week as well as the FRANKfurtstyleaward Openair Crosswalk Show please follow the link of the Frankfurt Fashion Lounge website at www.frankfurtfashionlounge.de.

Almost exactly one year after our virtual and streamlined [FRANKfurtstyleaward finale "BENEFITS of CHANGE"](#) on June 27, 2020 at the Airport Club without the finalists and the TOP10 Winners, we are very excited to welcome our Newcomers in person and offer them an unforgettable FrankfurtRheinMain experience during the Frankfurt Fashion Week. Please be part of the unique FRANKfurtstyleaward Special Edition 2021 and celebrate the Frankfurt Debut of International Fashion Design Talents in the emerging "Fashion Metropolis" in Germany.

If you have any questions or need further information, please do not hesitate to contact me.

Best regards,

Hannemie Stitz