

**FRANKfurtstyleaward**  
**Insight 01/2021**

Dear friends and supporters of FRANKfurtstyleaward,

At the invitation of Sevinc Yerly, the initiator of the Frankfurt Fashion Lounge, and sponsored by the Frankfurt-Rhine-Main Business Initiative, the 2nd Special Edition of the FRANKfurtstyleaward took place in the context of Frankfurt Fashion Week 2022 under the motto "Fashion with a Mission". Three outstanding talents from previous years presented their latest collections. In the meantime, the award winners of the international young talent competition for fashion & design have successfully founded and expanded their designer brands.



The FRANKfurtstyleaward has been making history in promoting young talent in fashion & design since 2008. In its 2nd Special Edition, three outstanding designers presented themselves with their established labels, who started their careers on the stages of the international competition in Frankfurt.

Special thanks goes to Sevinc Yerli and the long-time promoters, partners and companions Sevgi Schäfer and Carlos Streil. They made possible the opening of the shows with 21 models from EastWest Model Agency and the fascinating styling of Famous Face Academy.



Joy after the successful FRANKfurtstyleaward show "Fashion with a Mission"  
f.l.t.r.: Alexandra Fuks, Silwi Ruth, Model, Hannemie Stitz-Krämer, Sevinc Yerli, Sevgi Schäfer,  
Carlos Streil (in the back rows are the Models of EastWest Model Agency)  
Foto: Frankfurt Fashion Lounge | Jörg Friedrich

The FRANKfurtstyleaward show "Fashion with a Mission" presented seven models each from the three designers:



Photos: Frankfurt Fashion Lounge | Tobias Jöst  
Impressions of the Collection "Don't lock down your Heart" by Silwi Rutz

**Silwi Rutz** – the Swiss lives on the island of Reichenau, Lake Constance. She won the FRANKfurtstyleaward 2019 with her design concept "We reap what we sow" in the category "Earth" as a fashion student of the fashion school Kehrer in Stuttgart. Sustainability and individuality continue to play a major role in her 2022 Prêt-a-Porter collection "Don't Lockdown Your Heart". The show poster and the title of the runway show "Fashion with a Mission" are thanks to her.



Photos: Frankfurt Fashion Lounge | Tobias Jöst  
Impressions of the Collection "Amazone" by Alexandra Fuks

**Alexandra Fuks** – the Frankfurt designer, who comes from Kazakhstan, won the FRANKfurtstyleaward 2015. She launched her eponymous label in 2016 and shows her uniquely crafted and artistic leather creations "Amazon". Dedicated are her unique pieces for the modern warrior, who appears not only fierce, but very feminine and elegant. She combines soft materials and fabrics with leather and hard metal in contrasting colors.



Photos: Frankfurt Fashion Lounge | Tobias Jöst  
Impressions of the collection "Romantic Bridal & Gala Couture" by Anastasia Liebe

**Anastasia Liebe** – Frankfurt native with Russian background is an award-winning couture designer specializing in the creation of special gala and bridal gowns. Her success story started with the award "Outstanding Talent" of the FRANKfurtstyleaward 2015. After that she founded her label "Anastasia Liebe Couture". Since 2019, she has been an honorary jury member of the young talent competition. Her show of exclusive "Romantic Bridal & Gala Couture" glamorously rounds off the show "Fashion with a Mission" on the runway at the Sofitel Frankfurt Opera

With this second talent show, the FRANKfurtstyleaward has once again demonstrated its invaluable potential as a career springboard for exceptional designers and as a talent exchange that makes innovative ideas, creativity and outstanding creative achievement visible.

Under the patronage of the City of Frankfurt, a sustainable institution has been created in more than a decade, which annually challenges more than 1,000 fashion schools, their students and alumni worldwide to deal with socially relevant and actual topics and thus sets impulses for the fashion industry.

Since 2008, the FRANKfurtstyleaward has been a flagship project for fashion in the FrankfurtRhineMain metropolitan region. For the 13th International Call for Entries of the FRANKfurtstyleaward 2022 with the motto "Windows of the New World", which has been postponed for the second time, we will probably be able to announce further details in line with the 3rd Special Edition at the Frankfurt Fashion Week in July.

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

Warm regards,

Hannemie Stitz