

PRESS – INFORMATION

Hannemie Stitz-Krämer – Founder & Organizer of FRANKfurtstyleaward

Hannemie Stitz-Krämer is a PR professional with a passion. Since 1989, she has been the owner of the Kronberg-based PUBLIC RELATIONS PARTNERS Gesellschaft für Kommunikation, which is now successfully managed by daughter Isabelle Prochnow and her husband Kristen Prochnow. "Relations for Success" was and still is the agency's guiding principle.



Hannemie Stitz-Krämer | Photo: Zübeyde Kopp, studioZeta

For more than three decades she advised international market leaders, countries and tourist destinations, associations and institutions. Her worldwide commitment made her the initiator and president of agency networks as well as professional associations and a specialist for international image PR and corporate responsibility campaigns such as the Henry Ford Conservation Award, "Jugend trainiert für Olympia" or the campaign "Kinder stark machen".

In 2008, Hannemie Stitz-Krämer initiated the FRANKfurtstyleaward, the young talent competition for fashion & design. In 2019, she founded HSK Premium Consulting & PR and, as an initiator and source of inspiration, is addicted to art in fashion as well as the topic of fashion and lifestyle. Together with her partners and supporters, she is committed to the non-commercial FRANKfurtstyleaward and its international talents and newcomers. She is currently steering this flagship project for fashion & design from the FrankfurtRhineMain metropolitan region through the Corona pandemic.

History of the FRANKfurtstyleaward brand

The FRANKfurtstyleaward was born in 2008 out of a PRP client order to introduce a lifestyle drink in the trendy gastronomy. Hannemie Stitz-Krämer thus became the initiator of one of the most important international competitions for young fashion & design talents. The FRANKfurtstyleaward stands for a sustainable talent and career platform that promotes innovative ideas, creativity and outstanding creative performance.

With the FRANKfurtstyleaward, the FrankfurtRhineMain metropolitan region, under the patronage of the City of Frankfurt (represented by Mayor Peter Feldmann and City Council President Hilime Arslaner-Gölbasi) as well as by the previous main sponsors – such as, for example, Messe Frankfurt, Fraport AG, Wirtschaftsinitiative Frankfurt Rhein Main, Häuser der Mode – has grown once a year into a sustainable hotspot for the best fashion & design schools from Germany and all over the world. Highlights were the gala events and award ceremonies in the Frankfurt Forum at Frankfurt Airport, in the Alte Oper, at Messe Frankfurt's Tendence and in the Kaisersaal of Frankfurt's Römer, as well as the partnerships with Vancouver Fashion Week, Addis Ababa Fashion Week and the New Fashion Zone in Ukraine.

The FRANKfurtstyleaward@Frankfurt Fashion Week

Frankfurt Fashion Week is postponed for the second time. The good news: The FRANKfurtstyleaward 2021/2022 lives – it set the stage in July 2021 for two exclusive events for the Best Talents from the 2020 competition under the motto "BENEFITS of CHANGE" and heralded the motto for 2022 "Windows of the New World" with a show by the "Heroes of Tomorrow".

Thanks to Sevinc Yerli, the initiator of the Frankfurt Fashion Lounge, the FRANKfurtstyleaward celebrated déjà vu at the Alte Oper with an open-air runway on Opernplatz during Frankfurt Fashion Week 2021.

Before that, FRANKfurtstyleaward launched a series of Special Editions "KUNST IN MODE" together with longtime partners Sevgi Schäfer, Famous Face Academy, and Carlos Streil, EastWest Model Agency. The Fashion Weekend took place for and with the fashion brands from the FRANKfurtstyleaward community and invited guests at the Kunstverein Familie Montez.

The second Special Edition under the motto "FASHION with a MISSION" will take place on January 18, 2022 at the opening of the Frankfurt Fashion Lounge at 12.00 noon at the Sofitel Frankfurt Opera.

FRANKfurtstyleaward - International Talent Contest in Fashion & Design:

FRANKfurtstyleaward (www.frankfurtstyleaward.com) is one of the most important international competitions for young talents in fashion and design. It stands for a sustainable talent and career platform that promotes innovative ideas, creativity and outstanding creative achievement. With the FRANKfurtstyleaward, FrankfurtRhineMain Metropolitan Region, under the Patronage of the City of Frankfurt and through previous and longterm main sponsors Messe Frankfurt, Messe Frankfurt Tendence, Messe Frankfurt France, Fraport AG, "Häuser der Mode (HDM)" Frankfurt/Eschborn and Wirtschaftsinitiative FrankfurtRheinMain e.V., becomes a hot spot for the best fashion & design schools from all over the world, once a year, when the TOP60 fashion designers of tomorrow present their designs to an international b-to-b and b-to-c audience.

Further information, interview and/or photo requests:

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