

PRESSE-INFORMATION

FRANKfurtstyleaward @ Frankfurt Fashion Week

„FASHION WITH PASSION“ presents “Frankfurt dresses up!

Frankfurt en Vogue – already in the days of Goethe and Emperors“

3. Special Edition from June 20 to 26 during Frankfurt Fashion Week 2022

Frankfurt, June 15, 2022 – The international Talent Competition FRANKfurtstyleaward (since 2008) and its sponsors and partners will not only chime in the start of Frankfurt Fashion Week with a **Grand Opening of the Frankfurt Fashion Lounge in the “Karmeliterkloster“** but will also conquer the fashion metropolis with the **FREUNDESKREIS LIEBENSWERTES FRANKFURT** to kick off Frankfurt Fashion Week (FFW) and immerse itself in the fashion history of the "Urbis Frankofurti ad Moenum". Together with its sponsors and VIP guests, the FRANKfurtstyleaward will lead the **FFW delegation of the New Fashion Zone (NFZ)** with seven newcomer designers on the footsteps of the fashion-loving Johann Wolfgang von Goethe from **Frankfurt's Römer to the Kaiserdom.**

2022 – Frankfurt dresses up! Frankfurt en Vogue! Already in the days of Goethe and Emperors“

Monday, June 20, 2.00 to 4.00 p.m.,

Start at the Karmeliterkloster, Reception and Presentation by Gerhard Boller

Hannemie Stitz-Krämer, founder of FRANKfurtstyleaward, invites her allies and partners of FFW 2022 to the premiere of the time travel **"Historical Fashion Safari on Foot - in the Footsteps of Goethe"** on June 20, 2022 from 2:00 to 4:00 pm. This special time travel, initiated by Freundeskreis Liebenswertes Frankfurt, will be led by Gerhard Boller, Chairman of the Freundeskreis.

3. Special Edition FRANKfurtstyleaward „Fashion with Passion with TALLA 2XLC“

June 24 to 26, 2022 at Kunstverein Familie Montez

Future-oriented, the event will take place from 24 to 26 June 2022 at Kunstverein Familie Montez. On Friday from 16.00 there will be an International Runway Show Program under the patronage of techno pope **TALLA 2XLC** with the spectacular Surprise Show by artist **Wafa Tomalla** and Tallas DJ set "Under the Bridge". In addition, TALLA 2XLC will be awarded the FRANK Trophy for lifetime achievement. Under the motto "Fashion to Go", a sales exhibition of participating newcomer brands will be presented up to and including June 26, 2022.

Press Events

- Sunday, June 19, 2022 „FRANKfurtstyleaward meets New Fashion Zone
 - 12.00 a.m. (noon): Meeting of the Newcomer Delegation with Goethe in front of the Römer
- Monday, June 20, 2022, „FRANKfurtstyleaward @ Frankfurt Fashion Lounge
 - 11.00 a.m. – 1.00 p.m.: FRANKfurtstyleaward „Fashion with Passion“ Opening Runway Show, Karmeliterkloster (Accreditation via Frankfurt Fashion Lounge)
 - 2.00 – 4.00 p.m.: History Fashion Safari on the footstep of Goethe, led by Gerhard Boller, Chairman Freundeskreis Liebenswertes Frankfurt am Main e.V., www.frankfurt-liebenswert.de
- Thursday, June 23, 2022, „Making off – Fotoshooting“
 - 4.00 p.m.: FRANKfurtstyleaward – Fashion with Passion Show Rehearsal

- Friday, June 24, 2022, "FRANKfurtstyleaward @ Kunstverein Familie Montez"
 - 3.30 p.m.: Admission
 - 4.00 p.m.: Welcome speeches (with Moderator Anke Seeling, Patroness Hilime Arslaner Gölbasi, Head of Frankfurt's City Council; Oliver Schwebel, Managing Director of the Frankfurt Economic Development GmbH, Hannemie Stitz-Krämer)
 - 4.15 p.m.: Runway shows in three zones: Ukraine, Senegal, Germany
 - 7.00 p.m.: Fashion'n'Music Wafa Tomalla Exclusive FFW Surprise Show
 - 7.30 p.m.: Presentation of "FRANK Trophy" to TALLA 2XLC for his Lifetime Achievement
 - 8.00 p.m.: Fashion meets Music "Under the Honsell Bridge" with Public Viewing/Hearing
 - From 8.00 p.m.: "Fashion & Art to Go" in the KVFM Hall

Tickets for the 3rd Special Edition „Fashion with Passion“

VIP tickets can be purchased at [Keyvent](#) for the event on June 24, 2022 (4:00 p.m. to 9:30 p.m.) at Kunstverein Familie Montez. They cost 45 euros per person. There are discounted tickets for couples, groups, pupils and students.

From 9.30 p.m. **free admission** to the VIP Lounge and KVFM Hall "Fashion & Art to Go".

Accreditation Journalists

Interested journalists can register for the above events under the e-mail address martina.zuengel@mz-communications.de.

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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