

**FRANKfurtstyleaward**  
**Insight 03/2022**

Dear friends and supporters of FRANKfurtstyleaward,

Now the events of the 3rd Special Edition of the FRANKfurtstyleaward **FASHION WITH PASSION** in the context of **Frankfurt Fashion Week 2022** are already some time ago.

With the support of the New Fashion Zone teams and at the invitation of the FRANKfurtstyleaward, seven young designers from Ukraine opened **Frankfurt Fashion Week** at the **Frankfurt Fashion Lounge** on June 20, 2022 at Frankfurt's Carmelite Monastery. Under the motto "FASHION with PASSION", the Ukrainians also launched the **3rd Special Edition of the FRANKfurtstyleaward** on June 24, 2022 at Kunstverein Familie Montez.

**FASHION with PASSION at Kunstverein Familie Montez on June 24, 2022**

**Hilime Arslaner-Gölbasi, Head of the City Council of Frankfurt am Main and Patron of the FRANKfurtstyleaward**, welcomed the more than 60 participating fashion designers, make-up artists and models as well as partners, sponsors and fashion-loving guests to the runway shows under the patronage of Frankfurt's world star of techno music **TALLA 2XLC**.



Patron Hilime Arslaner-Gölbasi with Oliver Schwebel, Managing Director Wirtschaftsförderung Frankfurt GmbH and responsible of Frankfurt Fashion Week | Foto: StudioZeta

**New Fashion Zone Ukraine**

"Fashion speaks a universal language that is understood all over the world," said **Maria Terekhova**, founder of New Fashion Zone. "It is a great honor for us to help shape this week in Frankfurt creatively and culturally with our fashion message from Ukraine, because we are indeed proud of our Ukrainian fashion designers!"

Ukraine, partner country of FRANKfurtstyleaward 2020, was represented by the brands **Anna Grove**, **JEIZER**, **Juliya Kros**, **Nick Kichkar**, **PurPureQueen**, **LISABO** and **Le.Ko**. The designers, accompanied by the award winning Ukrainian pop singer **Laura Marti** with her song "Independent", each with at least one of their models in the national colors blue-yellow underlined their cohesion and appeal to the guests of the fashion shows to continue supporting Ukraine.

The Ukrainian fashion show was professionally choreographed by stylist and director **Kyrylo Savchenko** and convinced with innovative and creative ideas on sustainable, wearable and affordable fashion.



The Ukrainian pop singer **Laura Marti** presented her song "Independent" | Foto: StudioZeta

### **New Fashion Zones Germany and International**

"For Frankfurt Fashion Week 2022, the FRANKfurtstyleaward celebrates the avant-garde of fashion with the avant-garde of music and stages four decades of techno fashion with dance and techno music under the title 'FASHION with PASSION'", says the organizer and founder of the FRANKfurtstyleaward Hannemie Stitz-Krämer about the highlights of the international fashion show. From Germany, Vice Miss Germany 2022 **Zoe Aurivel** surprised with her skills as a fashion designer. Her collection "Untouched" is dedicated to the protection of species. "With this, I give a voice to my designs. To preserve beautiful things is my vision," she describes her contribution to the FRANKfurtstyleaward.

"Love and peace" is the message of the collection "Faltherz – Art meets Craft", with which **Silwi Rutz** heralds her third appearance at Frankfurt Fashion Week. Also for the third time, renowned Frankfurt fashion designers **Alexandra Fuks** and **Anastasia Liebe** will be casting their spell. While Alexandra Fuks presented her unique corsages with wonderfully bold color plays on the theme of "Revival", Anastasia Liebe embodied divine femininity and strong, inward-looking feelings with her new "Goddess Gala Collection" in delicate pastel shades.

Fashion with passion also radiated the collection "OASIS". Together with the hats of a small family business from Madagascar, **Rama Diaw**, jury member of the FRANKfurtstyleaward from Senegal, showed her latest colorful collection made of feather-light natural voile and hand-batiked craftsmanship, which is supposed to proclaim a newfound phase of life in lightness and freedom.

### **Highlight of Frankfurt Fashion Week**

"The Newcomer Runway Shows passionately hosted by Anke Seeling, staged by the internationally renowned show director Kevin Oaks with 25 New Faces from EastWest Models Frankfurt and styled by the students of the Famous Face Academy provided one of the highlights of Frankfurt Fashion Week 2022 with its more than 100 events at Kunstverein Montez," confirmed Oliver Schwebel, Managing Director of Wirtschaftsförderung Frankfurt GmbH and responsible for Frankfurt Fashion Week. In this context, he also acknowledged the commitment of the founder and organizer to the international career platform for young fashion talent.

"The FRANKfurtstyleaward has been attracting creatives with outstanding talent for more than a decade with its FRANK Trophy, the Frankfurt Oscar for fashion & design. More than 600 finalists have been honored in Frankfurt so far. With the Frankfurt Fashion Week seal of approval, the FRANKfurtstyleaward becomes even more attractive as a benchmark for these alumni."

"A restart of the contest after two pandemic years and the increasing challenges worldwide will not be easier, but would be desirable against the background of the necessary promotion of young talent and creativity," Hannemie Stitz-Krämer is convinced.

This is also the opinion of **Gabriele Hennig**, who joined the Rhine-Main Tailors' Guild in 1973 with her master's examination in the ladies' tailoring trade and has trained 60 apprentices in 40 years on the master's examination board. Her Frankfurt career was rewarded this year for the third time in a row with the gold medal and the "AWARD of the ladies" in Dortmund. This unique story of a Frankfurt woman and her creation from formerly precious Indian saris will radiate far beyond Frankfurt and the new fashion metropolis.

### TALLA 2XLC and Surprise Show "Fashion'n'Music" with Wafa Tomalla

With a total of fifteen international and local designers on the runway of the Kunstverein Familie Montez, the founder of the FRANKfurtstyleaward once again proved that Frankfurt is a place of attraction for international emerging fashion designers and above all sustainability and diversity in fashion! With the fashion time travel of the artist **Wafa Tomalla** to four decades of techno music from the world-famous **TALLA 2XLC**, the exceptional talents from Frankfurt jointly deserved the FRANK Trophy award for their unique staging.



For his lifetime achievement, the Frankfurt Techno Pope TALLA 2XLC was awarded with "FRANK - The Trophy" | Photo: StudioZeta

PR expert Stitz-Krämer demonstrated a wealth of ideas at the start of Frankfurt Fashion Week (FFW) together with the **FREUNDESKREIS LIEBENSWERTES FRANKFURT** and launched Frankfurt Fashion Week with a tour in the footsteps of the fashion-loving Johann Wolfgang von Goethe from Frankfurt's Römer to the Kaiserdom in honor of the Ukrainian guests. The "Historical Fashion Safari on Foot - in the footsteps of Goethe" is a special journey through time that brings fashion in Frankfurt to life. Since June 2022, it has been a permanent fixture in the repertoire of Gerhard Boller, Chairman of Freundeskreis Liebenswertes Frankfurt, who also combines it with an amusing style lesson in the Kaisersaal of the Römer.

**Partners and Sponsors**

We would like to take this opportunity to say a big thank you to all our partners and sponsors who have given us such great support. We appreciate it very much.



As already mentioned, please find more impressions of our 3rd Special Edition on our website.

Of course we will keep you informed about further developments at the FRANKfurtstyleaward.

Warm regards,

Hannemie Stitz