

Press Release

FRANKFURT STYLE AWARD COLLECTION 2016
Finissage in Paris

Frankfurt/Paris, 6th February 2017: The highlight of the FRANKFURT STYLE AWARD ROADSHOW 2016 is just around the corner. 30 designs of the FRANKFURT STYLE AWARD COLLECTION 2016 have their grand performance at one of the world's most renowned international textile fairs, Apparel Sourcing & Texworld Paris, on February 8, 2017. The German Ambassador in France, His Excellency Dr. Nikolaus Meyer-Landrut, has assumed the patronage of the fashion show.

At the invitation of Messe Frankfurt France S.A.S, the TOP60 COLLECTION 2016 will be presented at Apparel Sourcing Paris in Hall 2 at 11:30 am. "We are delighted to support up and coming designers and provide them with a platform of international high-ranking guests within the frame of the Fashion Show", says Michael Scherpe, President of Messe Frankfurt France S.A.S. Hannemie Stitz-Krämer, initiator of the FRANKFURT STYLE AWARD, joyfully accepted the renewed invitation to Paris. "We are grateful to celebrate and present the conclusion of the FRANKFURT STYLE AWARD ROADSHOW 2016 upon the glamorous finissage staged by Eymeric François together with our main supporters from 2016." Among these are the Patron 2016 François Girbaud and Honorary Jury members Dominique Deroche and Duncan Liu.



Our **OUTSTANDING TALENT** 2016, Alexander Tverdovski will also attend the fashion show in Paris. The 21-year-old design talent from Fahmoda - Akademie für Mode und Design Hannover will redeem his "Once-in-a-lifetime" Fashion Trip Paris at the time of the Apparel Sourcing Paris. Thanks to our Patron 2016, designer François Girbaud and Dominique Deroche, representative of Fondation Pierre Bergé Yves Saint Laurent and Donald Potard, Chair of Paris College of Arts, he will obtain exciting insights into the world of the French fashion metropolis. Our special thanks go to Air France KLM for giving Alexander the chance to experience his "Once-in-a-lifetime" Trip to Paris.

Page 2

The FRANKFURT STYLE AWARD 10th Anniversary Call for Entry has already started. Exclusive prizes like the awarding of FRANK® – The Trophy, scholarships at Haute Future Fashion Academy Milan and internships at international fashion labels are waiting for this year's winners. Application deadline is March 1, 2017. Find out more: www.frankfurtstyleaward.com

FRANKfurtstyleaward – the international talent contests for fashion & design

The sustainable talent and career platform fosters innovative ideas, creativity and exceptional design achievements. The contest has become a beacon project in the Metropolitan Region FrankfurtRheinMain, putting fashion back onto the agenda. FRANKfurtstyleaward places FrankfurtRheinMain and Hesse at the centre of attention of the best schools of fashion & design around the world when the TOP60 upcoming fashion designers present their designs to an international audience. The well established FRANKfurtstyleaward has much to show for: record-breaking entry figures, growing numbers of international participants and an ever expanding network of fashion & design schools. More information about the contest at: www.frankfurtstyleaward.com

For further information and photo materials, please contact:

FRANKfurtstyleaward

c/o PUBLIC RELATIONS PARTNERS
Gesellschaft für Kommunikation mbH

Gloria Kretzer
Michaela Schön
Bleichstraße 5, 61476 Kronberg
Tel.: 0 6173 - 92 67 - 17
Tel.: 0 6173 / 92 67 - 64
kretzer@prpkronberg.com
schoen@prpkronberg.com