

P R E S S R E L E A S E

FRANKFURT STYLE AWARD**Motto 2016: World of Contradictions**

Call for Entry at 500 fashion schools worldwide has started

Finale Show at Alte Oper Frankfurt in September 2016

FRANKFURT STYLE AWARD goes China

Frankfurt, December 15th, 2015: The third international Call for Entry for the FRANKFURT STYLE AWARD at more than 500 fashion schools worldwide has started. The motto 2016 “World of Contradictions” reflects our highly networked and digitized world where contradictions are often just a click away from another. Upcoming designers are called upon to interpret, prove themselves and show their creative potential in the three categories: “Kim K. vs. Frida K.” – It-Girl vs. Artist, the different ways of life in “Bronx vs. Boulevard” and the contrary worlds in “Occident vs. Orient”. Partner Country 2016 is China. The application deadline is February 29th, 2016. More details are available at www.frankfurtstyleaward.com.

The Finale Show of the 9th edition of the FRANKFURT STYLE AWARD will be staged as a Fashion Show during a festive Gala in the heart of Frankfurt. On September 23, the Alte Oper (Old Opera) Frankfurt becomes the centre of attention for young design talents and will offer them a platform for their wide range of ideas from avant-garde to haute couture.

Under the Patronage of the City of Frankfurt am Main and thanks to many important supporters and sponsors like Fraport AG, Texpertise Network by Messe Frankfurt and Texworld Paris the FRANKFURT STYLE AWARD has established itself as one of the most important International Talent Contests for Fashion & Design. The contest stands for a sustainable talent and career platform that promotes innovative ideas and outstanding creative achievement. For the Metropolitan Region Frankfurt/RheinMain the contest has become a beacon of light and has put “Fashion” back on the agenda. Every year the region becomes the centre of attention for the worldwide best schools of fashion & design when the Top 60 upcoming designers present their designs in front of an international audience at the big Gala Finale Show. On its way of becoming a required course for every aspiring designer, the FRANKFURT STYLE AWARD will be accompanied by its partner country China and committed Chinese Companies to Shanghai in 2016.

“With its ambitious concept to support creativity, the contest offers upcoming designers a springboard into the international fashion business,” says the initiator of the contest, Hannemie Stitz-Krämer, CEO of PUBLIC RELATIONS PARTNERS,



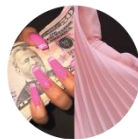
Kronberg, Germany. "Following the Gala Finale Show at the Alte Oper Frankfurt, the best designs of the finalists will be presented as a unique collection at the Digital Showroom of Fraport AG in the Frankfurt Airport before travelling around to several stops during a road show. After Paris and Milan last year, the support of Messe Frankfurt offers new opportunities for the collection to be presented at textile trade fairs around the world."



WORLD of *C*ONTRADICTIONS



KIM K. ^{vs} FRIDA K.



BRONX ^{vs} BOULEVARD



OCCIDENT ^{vs} ORIENT

More information about the FRANKFURT STYLE AWARD, including details regarding the Call for Entry and the application process are available on www.frankfurtstyleaward.com.

For additional information and photo materials please contact:

FRANKFURT STYLE AWARD

c/o PUBLIC RELATIONS PARTNERS

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