



FRANKfurtstyleaward 2016

The finalists have been confirmed!

· Unique · Global · Outstanding ·

Press Release

Frankfurt, April 14th 2016 – A smashing success: the third International Call for Entry for the FRANKfurtstyleaward resulted in 60 Finalists from 11 countries and 25 fashion schools from all over the world who are eager to win the prestigious international Talent Contest for Fashion Design. In fact, they have won already. From initially 270 submissions, the 60 Finalists are invited to produce their designs for the presentation at the FRANKfurtstyleaward GALA to a high-profile audience of international fashion designers, trend scouts and VIP's at the Alte Oper Frankfurt on September 23rd, 2016.

This year's contest motto is „World of Contradictions“. It challenges the young designers to think about contradictions and interpret them in a new way. The results are 60 unique concepts and sketches reflecting the fashionable and cultural influences of the various countries of origin. The concept titles already evoke exciting new creations rich in ideas: „The strength of weakness“, „Caged Beauty“, „Striped Revolution“ and many more.

“It is fascinating to see, how many creative interpretations are born out of the same task”, says Jury Chairman Salvatore Di Bella. “The students' high level of concordance in styles across five continents only hints at the network of thought which exists today across the world. As a jury member I am witnessing a global movement which proves



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that creativity knows no borders”, Di Bella explains. Not only creativity crosses borders but also the international finalists originating from Singapore, Indonesia, China, Israel and Finland to name only a few. The final 60 designs send to the catwalk in Frankfurt represent the multiple characteristics and cultural roots of their home countries.

For the next four months the finalists will be busy creating their unique show-pieces which hopefully will win them the much acclaimed international Talent Contest. All efforts will be worthwhile as scholarship programs of the Haute Future Fashion Academy (HFFA) in Milan and the chance to enter the FRANKfurtstyleaward COLLECTION 2016 are only some of the highlights awaiting the winners. This year's novelty part of the new corporate design will be the new „Frank“ trophy awarded to the winners of FRANKfurtstyleaward.

The cooperation with international partners such as the Haute Future Fashion Academy Milan and the visiting sites of the “FRANKfurtstyleaward Runway Tour” in China and France shows once and again that the sustainable guest country concept enables top-networking opportunities within the international textile industry.

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 und Hessen 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

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