

## FRANKfurtstyleaward 2016

*Wild Card Winners announced: Lucky ones are from Germany, Ireland and Israel*

### Press Release

Frankfurt, May 2016: The FRANKfurtstyleaward Wild Card Voting has exceeded all expectations. An impressive 20,000 Facebook users voted for their favorite designs. 3,000 people shared the design gallery on Facebook, reaching 200,000 users worldwide. Thus it is not surprising that with Nina Kramer from the AMD Hamburg, Shauna Reilley from Griffith College Dublin and Roni Peretz from Shenkar College of Engineering and Design in Israel the internationality of the Award is also reflected in the winners of the voting.

During the past two weeks the Wild Card Voting took place on Facebook for the third time since the Internationalization of the FRANKfurtstyleaward in 2014. Out of the original 270 entries, 60 applicants who ranked between 21<sup>st</sup> and 40<sup>th</sup> place in each of the three categories could participate in the Wild Card Voting and received a second chance to win three finalist nominations. Facebook users were invited to act as a judge and allot their 'likes'.



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The sketches of the Wild Card Voting winners demonstrate that the competition in the Final will be very exciting. Already 60 exquisite design concepts and sketches have been qualified for the Award Gala on September 23<sup>rd</sup> in the Alte Oper Frankfurt.

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.

**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](http://www.frankfurtstyleaward.com)

**For further information and photo materials, please contact:**

**FRANKfurtstyleaward**

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