



Press Release

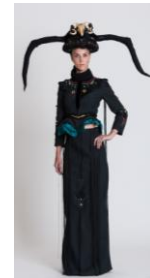
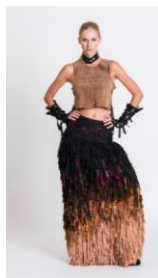
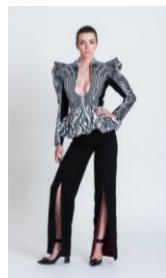
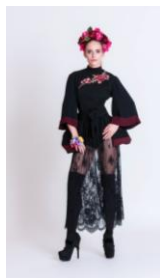
FRANKfurtstyleaward 2016  
*First stop of the Roadshow: Shanghai*  
CHIC International Fashion Fair and Intertextile

Shanghai, 11<sup>th</sup>-13<sup>th</sup> October, 2016: For the first time the FRANKfurtstyleaward COLLECTION goes on tour to China, after its Premiere at the AWARD GALA in the Alte Oper Frankfurt, September 23<sup>rd</sup>. As China is Partner Country of the International Talent Contest for Fashion & Design this year, the Messe Frankfurt (HK) Ltd. and Texpertise Network of Messe Frankfurt, sponsors of the contest for upcoming designers, invited the FRANKfurtstyleaward COLLECTION 2016 to its first stop in Shanghai before the Roadshow will continue in Berlin and Paris. 20 carefully selected designs will be presented in a fashion show at CHIC, Tuesday 11<sup>th</sup>, 11am at the North Hall.

At the same time the FRANKfurtstyleaward will display a selection of further designs of the COLLECTION 2016 at Intertextile Shanghai Apparel Fabrics in Hall 6.2, booth E02. "The participation of the FRANKfurtstyleaward at both fairs will underline the beginning of a strong partnership with Duncan Liu, Founder of Raise Trend, our premium sponsor from China in 2016", said Hannemie Stitz-Krämer, founder and initiator of the International Talent Contest for Fashion & Design, which reaches out for more than 500 fashion design schools around the world every year. "The presence of FRANKfurtstyleaward will bring together friends, partners and sponsors from Germany and China, who are interested in this inspiring Talent Show and sustainable career platform. Among our guests we will introduce our partners from Frankfurt, Hessen Trade and Invest GmbH and FrankfurtRheinMain GmbH, Messe Frankfurt GmbH, Air France KLM, China Tours and One Billion Voices."

The Jury Member of Honor, Duncan Liu, who had a premiere of his collection "Cloud in Sky" at the FRANKfurtstyleaward Gala, will take over the patronage of the Defilée at CHIC.

Mona Homm, the winner of the “Once-in-a-Lifetime” Fashion-Trip Shanghai will be present when her design “Metanoia – Changing one’s Mind” of the category “Occident vs. Orient” will be on the catwalk at CHIC. The 22-year old student of Fahmoda – Akademie für Mode und Design Hannover has been awarded with a luxury trip to visit Shanghai and has been one of the five winners of FRANK®-THE TROPHY, which has become one of the world’s most desired prizes for young fashion designers.



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

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