

**Press Release**

FRANKfurtstyleaward at THE ARTS+  
Frankfurt Book Fair Fashion Show

**Frankfurt, October 16, 2017: At the invitation of the trade fair for the creative and cultural industries, THE ARTS+, the FRANKfurtstyleaward presented a selection of the TOP60 COLLECTION 2017 at the Frankfurt Book Fair.**

This was the second time that the FRANKfurtstyleaward guest appeared at the Frankfurt Book Fair's THE ARTS+ Runway. After its premiere in 2016, the show was once again a resounding success this year. On the last day of the fair, which attracted a large number of visitors, a great audience followed the presentation of the innovative models at the interface between art and design. The TOP60 COLLECTION's selection also reflected the introduction of technology into the world of fashion: two dresses fitted with LED lights and fabrics with laser and 3D printing were presented on the catwalk. The FRANKfurtstyleaward was supported by East West Models, the styling team of the Famous Face Academy and the hairdressers of Mr. Leon's Scherenhände hands under the direction of Günter Loibl.

“We are very pleased that our collection was once again invited to the runway of THE ARTS+ this year. The designs of our contest show again and again how art serves as an inspiration for fashion. This year's motto "Modern Reality" has produced a particularly large number of avant-garde creations," said Hannemie Stitz-Krämer, initiator of the talent contest, in an interview with Britta Friedrich, program director of THE ARTS+.

Following the appearance at Avantex Paris in September and the current exhibition of six finalist designs at the MyZeil shopping center, the fashion show at THE ARTS+ was the third stop of the FRANKfurtstyleaward COLLECTION 2017's roadshow. After the Anniversary Gala on November 10, the TOP 60 COLLECTION will continue the international roadshow and impress audiences in the fashion capitals Berlin, Paris, Shanghai, Vancouver, and New York. Special thanks go to the FRANKfurtstyleaward partners Texpertise Network by Messe Frankfurt and FrankfurtRheinMain GmbH, who enable the international roadshow.

### **Ticket sales!**

Ticket sales for the anniversary gala have started. One of the 200 tickets, which are available for public sale, costs 250€ and includes an exclusive couture catering. Tickets are available via [Ticketmaster](#). Special contingents, a number of three or more tickets, can also be ordered via the hotline: 06173/92670.

### **THE ARTS+**

THE ARTS+ is a trade fair, business festival and an international hub for the cultural and creative industries. It celebrated its premiere in October 2016 during the Frankfurt Book Fair. The aim of the new format is to exploit the potential of digitalization for creative content and to open up new business areas. International artists, opinion leaders and experts as well as an impressive variety of exhibitors presented innovative approaches from publishing houses, museums, architecture and design, brands and agencies.

### **The FRANKfurtstyleaward - International Talent Contest for Fashion & Design**

The FRANKfurtstyleaward is, with over 400 participants, one of the most important international competitions for young designers in fashion & design and stands for a sustainable talent and career platform that promotes innovative ideas, creativity and outstanding creative performance. In the metropolis FrankfurtRhineMain, the international talent contest has become a beacon project that put fashion on the agenda. Once a year, the FRANKfurtstyleaward turns FrankfurtRhineMain and Hesse into the centre for the best fashion and design schools from all over the world. At the Award Gala, the TOP60 fashion designers of tomorrow will present their designs to an international audience. Record-breaking attendance, a growing pool of international participants and the expansion of the FRANKfurtstyleaward network of international fashion design schools are the result of the successful establishment of the competition.

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More information and pictures are available on the website:

<http://frankfurtstyleaward.com/en/download-area/>

### **FRANKfurtstyleaward**

c/o PUBLIC RELATIONS PARTNERS

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