

Press Release

Mayor Peter Feldmann assumes FRANKfurtstyleaward
10th Anniversary patronage

Exhibition Opening at Frankfurt MyZeil

Frankfurt, October 4 , 2017: The city of Frankfurt is expanding its commitment to the FRANKfurtstyleaward on the occasion of the competition's 10th anniversary. Mayor Peter Feldmann takes over the patronage and opened the FRANKfurtstyleaward exhibition at the shopping mall MyZeil in Frankfurt on October 2, 2017.

"We have a top level of cultural and creative industries that hardly any other German city can match. With around 36,800 employees in these areas, we can rightfully claim that Frankfurt is an interdisciplinary and international creative location, a genuine creative hub," says Peter Feldmann about the trendsetting scene in Frankfurt.

Following the exhibition, Mayor Peter Feldmann and the young designers Isabelle Asfour, Anastasia Liebe and Malak Hakroush-Daas guided the guests to the display models. The exhibition shows six of the innovative designs of the TOP 60 COLLECTION "Modern Reality" with the categories #working #sporting #dating. The designs can be admired at MyZeil until October 30, 2017.

In the jubilee year, the FRANKfurtstyleaward will, for the first time, provide an insight into its TOP 60 COLLECTION to a broad public before its official premiere in November. In September, a selection of the collection was invited by Messe Frankfurt to visit Apparel Sourcing Paris and in October, current designs and a 10th Anniversary Best-Of will be displayed on the runway of THE ARTS+ as part of the Frankfurt Book Fair.

Following the anniversary gala, 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.

In addition to the TOP 60 COLLECTION, the anniversary gala at the Fraport Forum on November 10, 2017, will showcase the presentation of the “Couture of the Opera” show by the label Berkan Design, presented by designer Berkan Tüzünatac himself. The highlight is the award ceremony with the announcement of the winners of the international talent contest.

The following designs are on display in the MyZeil shopping mall from September 30 to October 30:

Charlotte Weber:

Buried Alive

Fahmoda - Akademie für Mode
und Design Hannover



Coral Gat:

Dots

Shenkar College of Engineering
and Design



Salvatore Matorana:

The Hero Skin

Accademia di Brera,
Mailand



Malak Hakroush-Daas:

Sport Gathering Uns

Modeschule Kehrer, Mannheim



Sho Konishi:

Estrus

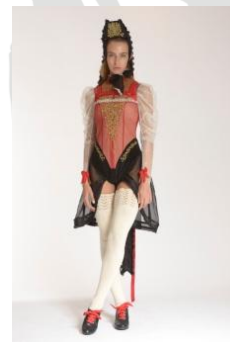
Paris College of Art



Stefanie Mutzel-Job:

Schwarzwaldmädel 4.0

Mode- Lehr- und
Schnittinstitut Gabriel,
Frankfurt



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.

Gala-Programm is set!

In addition to the runway show of the TOP60 COLLECTION, designer Berkan Tüzünatac presents the show "Couture of the Opera" by his label Berkan Design, accompanied through a performance by the Pavarotti master student and star tenor Deniz Leone. The laudatory speech at the gala evening is held by star designer and this year's patron Harald Glöckler. The highlight is the presentation of prizes to the winners of the international talent contest. At the after-show party, The Band City Tour will play in the Jazzy Urban Soul Style. Anke Seeling, Mick Knauff and Alexander Ackley will be hosting the evening.

Partners support the 10th anniversary gala!

The event will take place under the patronage of the City of Frankfurt, Mayor Peter Feldmann, Markus Frank, head of the Economic Affairs Department, and the main sponsors: Wirtschaftsförderung Frankfurt GmbH, Fraport AG and Messe Frankfurt.

Main Supporters: Wirtschaftsförderung Frankfurt - Creative Hub Frankfurt | Fraport AG | Stadt Frankfurt am Main | Texpertise by Messe Frankfurt | **Supporters:** HFFA Milano | apparelsourcing Paris | avantex Paris | FrankfurtRheinMain GmbH | Wirtschaftsinitiative FrankfurtRheinMain e.V. | Le MERIDIEN Frankfurt | Sheraton Frankfurt Airport | New Century Hotel Frankfurt Offenbach | Schlosshotel Kronberg | Häuser der Mode Frankfurt Eschborn | MyZeil Frankfurt | Högl shoe fashion GmbH | Coca Cola | McDonalds Deutschland LLC | Vancouver Fashion Week | THE ARTS+ | BOE | C. Bechtstein **Media Partners:** Antenne Frankfurt | flair | MAINfeeling | MyCity Frankfurt | Phoenix CNE Frankfurt | rheinmaintv | TextilWirtschaft | **Guest Country USA:** AmCham GERMANY | American-German Business Club e.V. **Event Partners:** Atelier Roman R. Eichhorn | Berkan Design | EastWestModels | Famous Face Academy | Marco Marcu Fashiondesign | Portfolio X | imageneering GmbH | Mr. Leons Scherenhände | Public Relations Partners GmbH |

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.

More information and pictures are available on the website:

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

FRANKfurtstyleaward

HSK Premium Consulting & PR

c/o PUBLIC RELATIONS PARTNERS

Gesellschaft für Kommunikation mbH

Leonie Pohlmann

Michaela Schön

Bleichstraße 5, 61476 Kronberg

Tel.: 0 6173 / 92 67 - 12

frank@prpkronberg.com

