

**Press Release**

**FRANKfurtstyleaward COLLECTION 2017**  
Apparel Sourcing, AVANTEX & Texworld, Paris

**Frankfurt/Paris, February 13th, 2018: The FRANKfurtstyleaward Roadshow 2017/18 celebrates its kick-off at the Apparel Sourcing & Texworld fashion and textile fairs in Paris. On February 13<sup>th</sup>, a Defilé with selected designs of the 10th Anniversary collection of the FRANKfurtstyleaward will be staged on the catwalk.**

At the invitation of Messe Frankfurt France S.A.S, the TOP60 COLLECTION 2016 will be presented at Apparel Sourcing Paris in Hall 2 at 11:30 am. “We are delighted to support up-and-coming designers and provide them with a platform of international high-ranking guests within the frame of the fashion show”, says Michael Scherpe, President of Messe Frankfurt France S.A.S. Hannemie Stitz-Krämer, initiator of the international talent contest, expresses her gratitude for the commitment of Messe Frankfurt with its world-leading fashion and textile fairs and for the fourth invitation to Paris. „We are particularly pleased to present the kick-off of the FRANKfurtstyleaward Roadshow 2017 in a fashion show staged by Haute Couture Designer Eymeric François with our most important partners and supporters of the Style Award”. Among the guests of the Front Row are the ambassadors and country representatives of the international exhibitors, important partners from Germany and France, successful international fashion designers such as Berkan Tüzütanek (BD) from Wiesbaden and Mahi Degenring (MDC) from Cologne, as well as young newcomer designers who have participated successfully in the FRANKfurtstyleaward. Also Elle Asfour, designer and member of the FRANKfurtstyleaward LAB as well as finalists of the international talent contest will also be there.



The winner of the Lifetime Achievement Award FRANK®-THE TROPHY, Dominique Deroche, honorary member of the international jury since 2014 and world-famous representative of the Fondation Pierre Bergé Yves Saint Laurent, as well as jury member and director of the Paris College of Art, Donald Potard, are looking forward to meeting the young designers again in Paris.

Dominique Deroche at the FRANKfurtstyleaward Gala 2018. ©FRANKfurtstyleaward

Ágota Pfening, winner of the category #working, will also personally attend the fashion show in Paris. The 30-year-old Hungarian-born designer is an example of the outstanding talents in fashion design at almost 1000 fashion schools who have qualified for the international FRANKfurtstyleaward in the last 10 years. Ágota holds a degree in fashion design from the Dublin Institute of Design and is currently working in Tokyo. At the time of Apparel Sourcing, she will redeem her prize, the "Once-in-a-Lifetime Fashion Trip Paris". Thanks to Messe Frankfurt France president Michael Scherpe, Dominique Deroche and Donald Potard, Ágota will gain exciting insights into the world of the French fashion metropolis.



f.l.t.r: The winners of this year's motto „Modern Reality“: In the category #dating Sho Konishi of the Paris College of Art, winner of the category #working Ágota Pfening of Dublin Institute of Design and winner of the category #sporting, Salvatore Martorana, student of Accademia di Brera Milano at the FRANKfurtstyleaward Gala 2017 at Fraport-Forum. ©FRANKfurtstyleaward

**FRANKfurtstyleaward — the international talent contest 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 supported by the patronage of the City of Frankfurt and by its main supporters Wirtschaftsförderung Frankfurt, Messe Frankfurt, Fraport AG, FrankfurtRheinMain GmbH International as well as the Wirtschaftsinitiative Frankfurt RheinMain 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:

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