



## Press Release

### **FRANKfurtstyleaward 2019 – Open for Students, Master Class & Newcomer**

**Age limit of 35 years is rescinded / application deadline ends February 28, 2019**

**Kronberg/Frankfurt, February 5, 2019** – The 11th call for entry for the FRANKfurtstyleaward is already in full swing and has attracted active participation by alumni, students and nearly 1000 schools from all over the world. The registration deadline runs until the end of February 2019. The finale **on June 29, 2019** with fashion shows and awards ceremony will – for the first time – take place at **Tendence**, the trade fair for consumer goods for your home — furnishing, decorating, gifts, jewelry, fashion supplies, kitchen and home textiles — in Frankfurt am Main.

For the first time, participation is split into three categories: STUDENTS, MASTER CLASS and NEWCOMER. What in the past ten years has only been reserved for fashion and university students is now being extended to three categories due to popular demand: master students and newcomers with their own label, as well as alumni and finalists of past FRANKfurtstyleawards - without any age restrictions. The shows of the 20 TOP designs in the finals at Tendence will be staged on June 29, 2019 in the marketplaces: "Urban", "Adventure" and "Earth" before a festive AWARD ceremony with the finalists of the competition and guests from fashion, design, industry, culture and society.

#### International Brand Ambassador for the FRANKfurtstyleaward 2019

Official ambassador is Cindy Gomez, international music star from Canada. Her performance at the opening ceremony of the Winter Olympics in Calgary and the music video "Legendary" are world famous. As a music star, actress, model and designer she is enthusiastic about the vision of the FRANKfurtstyleaward and dedicates her performance in Frankfurt to the young talents.

FRANKfurtstyleaward - International competition for young designers in Fashion & Design:

The FRANKfurtstyleaward ([www.frankfurtstyleaward.com](http://www.frankfurtstyleaward.com)) is one of the most important international competitions for young talent in Fashion & Design and stands for a sustainable talent and career platform that promotes innovative ideas, creativity and outstanding creative achievement. In the FrankfurtRhineMain metropolitan region, the international competition for young talents has become a beacon project that has put fashion back on the agenda. With the FRANKfurtstyleaward, FrankfurtRhineMain and Hesse, under the patronage of the city of Frankfurt am Main and its long-standing partner Messe Frankfurt, will become the centre for the best fashion & design schools from all over the world when the TOP60 fashion designers of tomorrow present their designs to an international audience. Record breaking numbers of participants, 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.

Further information & image requests:

FRANKfurtstyleaward

c/o PUBLIC RELATIONS PARTNERS GmbH

Hannemie Stitz-Krämer

Bleichstraße 5, 61576 Kronberg

Tel.: +49 (0)6173 92 67 - 70

Mobil: +49 171 475 1912

E-Mail: [stitz@prpkronberg.com](mailto:stitz@prpkronberg.com); [frank@frankfurtstyleaward.com](mailto:frank@frankfurtstyleaward.com)