



## **PRESS-INFORMATION**

### **FRANKfurtstyleaward 2019 – Deadline extended until March 7, 2019**

**"Hessen Young Talent Award for Fashion & Design" / Scholarships by HFFA Milano**

**Kronberg, 28th February 2019 – Due to the growing demand from fashion schools in Germany and abroad, the registration period has been extended by one week until 7 March 2019 at 12.00 CET.**

Official sponsor of the FRANKfurtstyleaward this year is HA Hessen Agentur GmbH and is supporting the first "Hessen Talent Award for Fashion & Design" with prize money of 10,000 Euros. The prize money goes to the three levels *Students*, *Master Class* and *Newcomer*, each with the first three winners: 1st place 1,500 Euro, 2nd place 1,000 Euro and 3rd place 500 Euro.

#### **HFFA Milano sponsors master course scholarships at the highest level**

The Haute Future Fashion Academy Milano (HFFA), innovative training centre in the fields of high-end luxury fashion, haute couture and design concept, is once again offering highly coveted master courses in "Art Direction for Fashion Design and Haute Couture". Thus the 1<sup>st</sup> place will be awarded a 100% scholarship (estimated value about 45.000€); 2<sup>nd</sup> place will be awarded a 75% scholarship (estimated value about 33.750€) and the 3<sup>rd</sup> place will be awarded a 50% scholarship (equivalent estimated around 22,500€)

#### **FRANKfurtstyleaward Jury welcomes two African designers**

The influences of African fashion have inspired the Western fashion world for a long time and their bright colours and bold prints simply spread a good mood. It is therefore a fortunate coincidence that this year two internationally acknowledged African TOP-designers are taking part as jury members. One of them is the Kenyan Waridi Schrobsdorff, who lives in Berlin. She founded her own company for African fashion in

2013 and has set herself the goal of redesigning African fashion and creating projects that connect the two worlds of Germany and Africa through the language of fashion.

Rama Diaw, Fashion designer from Saint Louis (Senegal) designs modern African fashion and accessories using local techniques and materials such as batik and indigo fabrics, which are mainly produced in Mauritania and Mali. With her association "Aissaitou" she supports disadvantaged tailors, seamstresses and dyers in her home country.

**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 talent has become a beacon project that has put fashion back on the agenda. With the FRANKfurtstyleaward, FrankfurtRhineMain and Hessen, under the patronage of the City of Frankfurt and its long-standing partner Messe Frankfurt, Fraport AG and the Wirtschaftsinitiative FrankfurtRheinMain e.V., it will become the centre for the best fashion & design schools from all over the world. 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.*

*For the first time the participation is open for three levels: STUDENTS, MASTER CLASS and NEWCOMER. What in the past ten years has only been reserved for fashion students and students is now being extended by three levels also to alumni and finalists of past FRANKfurtstyleawards - without any age restrictions. The three shows with the 20 TOP designs "Urban", "Adventure" and "Earth" will be staged at **Tendence on 29 June 2019**. It will be followed by a festive AWARD ceremony with the finalists of the competition and official sponsors, representatives, supporters and friends as well as exhibitors and guests from fashion, design, industry, culture and society. Tendence is the trade fair for consumer goods from the home, furnishing, decorating, gift articles, jewellery, fashion supplies, everything to enjoy, kitchen and home textiles combined.*

For further informationen & foto request:

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