



PRESS INFORMATION

FRANKfurtstyleaward 2019: 130 young fashion designers inspired by "HEIMAT 4.0"

Hessen-Agentur is official sponsor and donates the

"Talent Award for Design & Fashion of the State of Hessen"

New jury members and attractive scholarship program sponsored by HFFA Milano

Kronberg, 15 March 2019 - The feeling for HEIMAT 4.0 has been redefined by and for Generation Z with boundless creativity. Almost 130 sketches and concepts create an impressive reflection of the search for homeland in a globalized world.

For the 1st evaluation round of the jury, about 130 entries with creative ideas of talented fashion designers have been received. For the first time not only students, but also master students and newcomers in fashion & design are hoping for a trip to Frankfurt and the red carpets in Berlin, Paris, Cape Town, and Vancouver. Prizes such as the FRANK® Trophy, the Hessian "Talent Award for Design & Fashion" with cash prizes or a scholarship in Milan are tempting.

The decision to take the FRANKfurtstyleaward 2019 into the second decade of the international contest with the motto "HEIMAT 4.0" has been rewarded with even more creativity and commitment, artistic designs and original concepts. These are primarily inspired by heritage and tradition and e.g. influenced from Tibetan nomads, Currach wooden boats from Ireland or the Ethiopian queen Mesobework. This year, the fourteen-strong jury has rejuvenated itself and brought successful designers such as Anastasia Liebe from Hessen, Waridi Schrobsdorff from Berlin and Rama Diaw from Senegal – both known for their expressive African fashion designs - to the commission.

Highlights of applications 2019

Most applications came from the "Students" level. The categories "Urban" and "Earth" are the favorite topics. In terms of nationalities, entries from African countries represent the second largest group. These include countries such as Senegal, Ethiopia, Kenya, Nigeria, Sudan, South Africa, Swaziland and Zimbabwe. Most applications come from Germany with renowned schools such as Fahmoda Hannover or the Stuttgarter Modeschule Kehrer. Worldwide, 37 schools have supported their students in their applications – including entries from Mongolia, Taiwan or the Caribbean island state of St. Vincent and the Grenadines.

Talent Award for Design & Fashion of the State of Hesse

The official sponsor of the FRANKfurtstyleaward is HA Hessen-Agentur GmbH. The agency supports the first "Talent Award for Fashion & Design of the State of Hessen" with prize money of 10,000 Euros. The prize money is divided into the three lifestyles "Urban" "Earth" and "Adventure" in the mix of the 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 offers Master Class Scholarships

The Haute Future Fashion Academy Milano (HFFA), an innovative training center in the fields of high-end luxury fashion, haute couture and design concept, is once again offering highly coveted scholarships. With the master course "Art Direction for Fashion Design and Haute Couture", a 100% scholarship (estimated value around €45,000) goes to first place; a 75% scholarship (estimated value around €33,750) goes to second place; and a 50% scholarship (estimated value around €22,500) goes to third place.

FRANKfurtstyleaward - International Talent Contest for Fashion & Design:

The FRANKfurtstyleaward (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.

For the first time, participation is divided into 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 by popular request: master students and newcomers with their own label, as well as alumni and finalists of past FRANKfurtstyleawards - without any age restrictions. The shows of each of the 20 TOP designs in the final will be staged at Tendence on 29 June 2019 on the marketplaces: "Urban", "Adventure" and "Earth", before it turns into a festive AWARD ceremony with the finalists of the competition 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 together.

Further information:

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