



PRESS-INFORMATION

FRANKfurtstyleaward 2019:

Chantal Thomass takes Jury Presidency

Cindy Gomez Music Star accompanies the Finale Shows

State of Hessen Newcomer Award for Fashion & Design

**Reception in Kaisersaal, Frankfurt Römer on the invitation of Patron Peter Feldmann,
Lord Mayor City of Frankfurt a.M.**

Kronberg, May 27th 2019 - The world-renowned French designer icon Chantal Thomass is regarded as the Icon of lingerie. At the 11th edition of the FRANKfurtstyleaward, the Parisian Grande Dame of Fashion and Style will take over the honorary presidency of the jury and honor the fashion designers of tomorrow with her presence and judgement.

Chantal Thomass, accepted the invitation of the FRANKfurtstyleaward and takes over the honorary presidency of the Finale-Jury-Meeting, which will take place on 29 June 2019 at Tendence, the trade fair for consumer goods (29 June - 1 July) in Hall 8 of Messe Frankfurt.

"I am delighted to be taking part in this renowned talent competition with a very professional and international jury. In the first round of evaluation, the best 60 fashion design newcomers from 34 schools on five continents were nominated for the FRANKfurtstyleaward 2019 under the motto HEIMAT 4.0. It will be a big task to determine the 10 winners for the valuable prizes," said Chantal Thomass. She will watch the three final shows at 14.00, 15.00 and 16.00 at the marketplaces "Urban", "Adventure" and "Earth" at Tendence.

The ten winners of the TOP60 Finalists 2019, who will be awarded with the State of Hessen Newcomer Award for Fashion & Design, will be announced at the Award Ceremony on the Tendence Stage and will be celebrated at a reception at the invitation of the FRANKfurtstyleaward Patron, Lord Mayor Peter Feldmann, in the Kaisersaal of the Römer at 19:30 h. As a special prize, Chantal Thomass will receive the FRANK®-Trophy Lifetime Achievement Award 2019 for her extraordinary life's work, which brought her to the top of the Paris designers in France.

Program June 29th, 2019

14:00 TOP 20 "Urban", Urban Marketplace
15:00 TOP 20 "Adventure", Adventure Marketplace
16:00 TOP 20 "Earth", Earth Marketplace
17:00 AWARD CEREMONY on Tendence Main Stage
19:30 Reception in Kaisersaal of Frankfurt Römer at invitation of the Patron, Peter Feldmann, Lord Mayor of the City of Frankfurt/Main.

Superstar Cindy Gomez accompanies the shows at the Runways with a live act and will open the festive Award Ceremony with a musical intro. At Tendence, the final of the FRANKfurtstyleaward HEIMAT 4.0 will be presented in a new format, accessible for the first time to the public and visitors and exhibitors of Tendence.

State of Hessen Newcomer Award for Fashion & Design

This year's official sponsor of FRANKfurtstyleaward is HA Hessen Agentur GmbH who is supporting the first "State of Hessen Newcomer Award for Fashion & Design" with a prize money in total of 10,000 Euros. These are divided into the three lifestyle categories, each with the first three winners as follows: 1st place 1,500 Euros, 2nd place 1,000 Euros and 3rd place 500 Euros.

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 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 has 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.*

Further information & photo request:

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