

**FRANKfurtstyleaward**  
**Insight No. 04/2019**

Dear friends and supporters of FRANKfurtstyleaward,

We are very pleased that the world-renowned **French designer icon Chantal Thomass** will take over the honorary presidency of the jury for FRANKfurtstyleaward 2019 HEIMAT 4.0.



Foto: Chantal Thomass

She is regarded as the Grand Dame of Fashion & Style and will be honoring the fashion designers of tomorrow with her presence and judgement at Tendence in Frankfurt on June 29, 2019.



The program for the Finale Show of the FRANKfurtstyleaward 2019 HEIMAT 4.0 as well as the Award Ceremony on Saturday, 29<sup>th</sup> June 2019, at Tendence has now been finalized.

The runway shows will take place in the marketplaces Hall 8:

14:00 hrs\_TOP20\_“Urban“\_Urban Marketplace

15:00 hrs\_TOP20\_“Adventure“\_Adventure Marketplace

16:00 hrs\_TOP20\_“Earth“\_Earth Marketplace

17:00 hrs\_FINALE SHOW mit AWARD CEREMONY\_at the Tendence Stage

The international Canadian music star Cindy Gomez will accompany the shows on the runways and will open the award ceremony with a musical intro.

The winners of the FRANKfurtstyleaward 2019 will not only receive the FRANK® Trophy this year, but also the "State of Hessen Newcomer Award for Fashion & Design" which is endowed with 10,000 Euros. This prize is awarded by HA Hessen Agentur GmbH, the official sponsor of the international competition for young fashion designers.

For the first time, the Finale Show and the Award Ceremony of the FRANKfurtstyleaward 2019 will be presented in a new format at Tendence. It will be now open to the public, friends and supporters, visitors and exhibitors of the international consumer-goods fair.

I cordially invite you to join our Finale Shows on 29<sup>th</sup> June 2019 at Tendence in Frankfurt and get to know the young fashion designers of the future. Messe Frankfurt has provided a contingent of Tendence tickets for the friends and sponsors of FRANKfurtstyleaward. You can order your free trade fair ticket [here](#).

Be part of it!

Yours

Hannemie Stitz-Krämer

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