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PRESS-INFORMATION

FRANKfurtstyleaward 2020 – BENEFITS of CHANGE

International Competition of Fashion & Design enters its 12th Round / Call for Entry for Students, Master Classes and New Labels launched

Kronberg, December 4, 2019 -- On December 1, 2019, the 12th FRANKfurtstyleaward competition was launched. The motto of the International Contest for Fashion & Design 2020 is **BENEFITS of CHANGE** with the three categories **Create your Revolution, Explore Cradle to Cradle** and **Dream your Dreams**. Young fashion designers and newcomers are invited to apply online until February 28, 2020 under [FRANKfurtstyleaward](https://www.frankfurtstyleaward.com).

"The theme 2020 which was visualized by the Frankfurt artist Evi Sofianou has been chosen with foresight", said Hannemie Stitz-Krämer, founder of the FRANKfurtstyleaward. "It reflects the challenges but also the benefits of change in the textile and fashion industry through transformation processes, digitalization, the ecological impact and environmental awareness."

Thanks to the start-up amui, the first digital fashion tech platform, the FRANKfurtstyleaward will become even more attractive for young designers. amui donates the three main prizes "From Prototype to Production to Market" worth 10,000 Euro, 7,500 Euro and 5,000 Euro including coaching and professional support for the award winners.

Founded in 2008, the international competition for young fashion designers invites more than 1,000 fashion schools worldwide to apply for the prestigious prize with their students, Master Class graduates and alumni. Young designers and couturiers with a successful degree are also invited to take part in the international competition in order to gain valuable support on their ambitious way into practice with their own collection.

The award ceremony with the TOP 60 finalists from around the world will take place as part of the FRANKfurtstyleaward Finale Shows on 27 June 2020. In addition to FRANK® - THE TROPHY, the competition's highest award, other valuable prizes such as scholarships, internships and fashion trips to an international trade fair and/or fashion week will be awarded.

The winners of the first evaluation round will be determined by the international, independent jury of the FRANKfurtstyleaward and nominated for the finale. New to the 2020 jury are the entrepreneur and fashion tech specialist Inbar Carmel from Israel, the award-winning UNESCO consultant and representative of the African Union at EXPO 2020 in Dubai Lexy Mojo-Eyes from Nigeria, as well as Barbara Weigand, co-founder of amui and owner of the fashion label IOSOY.

The FRANKfurtstyleaward Finale 2020 will once again be hosted by Messe Frankfurt's consumer goods fair Tendence, which will open its marketplaces for the premiere of the TOP60 COLLECTION from June 27 to 30 June 2020.

The competition with its annually changing theme reflects the spirit of the times and is a recognized stage that provides insights into the values and style preferences of the younger generation. It serves as a trend barometer for the future and provides valuable impetus for innovations and markets. The FRANKfurtstyleaward is the style guide of the future and gives orientation to the industry, the trade and the end consumer.

FRANKfurtstyleaward - International Talent Competition in Fashion & Design:

The FRANKfurtstyleaward (www.frankfurtstyleaward.com) is one of the most important international competitions for young talents in fashion & design and stands for a sustainable talent and career platform that promotes innovative ideas, creativity and outstanding creative achievement. With the FRANKfurtstyleaward, FrankfurtRhineMain and Hessen under the patronage of the City of Frankfurt and by the main sponsors Messe Frankfurt, HA Hessen Agentur GmbH and Hessen Trade & Invest GmbH, Fraport AG and Wirtschaftsinitiative FrankfurtRhineMain e.V., once a year become the center 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. High numbers of participants, a growing pool of international participants and the expansion of the FRANKfurtstyleaward as well as a strong network of international fashion design schools are the result of the successful establishment of the competition. The shows of the 20 TOP designs in the finale will be staged at Tendence on 29 June 2019 in the marketplaces: "Urban", "Adventure" and "Earth", before being followed by a festive AWARD ceremony with the finalists of the competition and guests from fashion, design, industry, culture and society. Tendence is the international consumer good fair of Messe Frankfurt.

Further information, interview and/or photo 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; frank@frankfurtstyleaward.com