

NEWSLETTER 06/2019



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Dear friends and supporters of the FRANKfurtstyleaward,

On December 1, 2019, the 12<sup>th</sup> 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](#).

The theme 2020 which was visualized by the **Frankfurt artist Evi Sofianou** has been chosen with foresight. 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.

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 international consumer-goods fair Tendence**, which will open its marketplaces for the premiere of the TOP60 COLLECTION from June 27 to 30 June 2020.

Please find detailed information on our Website such as the [Call for Entry](#), the [Application Guidelines](#) or the preliminary [Fact Sheet](#) for the FRANKfurtstyleaward 2020.

You are more than welcomed to become a part of the FRANKfurtstyleaward 2020 **BENEFITS of CHANGE** - as multiplier, partner or sponsor as well as supporter. Should you have questions or need further information, please feel free to send me an e-mail or give me a call.

Warm regards,

Hannemie Stitz

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