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PRESS INFORMATION

FRANKfurtstyleaward is part of Texworld Paris Spring Catwalk Shows

Frankfurt/Paris, February 10, 2020 – The FRANKfurtstyleaward **SUCCESS STORIES** are part of the Texworld Paris Spring Catwalk Shows “**The Fairyland for Fashion**” on February 10, 2020 at 3.30 pm. The 12th FRANKfurtstyleaward competition has been launched in December 2019 under the Motto **BENEFITS of CHANGE**. While young fashion designers and newcomers are invited to apply online until February 28, 2020, the FRANKfurtstyleaward curated three former winners of the international talent contest for fashion & design to showcase their latest collections to the international exhibitors and visitors of Messe Frankfurt France at Le Bourget Exhibition Center from February 10 – 13, 2020.

“We are very proud to have the opportunity to spotlight three very gifted talents from Germany with their inspiring brand new collections”, said Hannemie Stitz-Krämer, founder and organizer of the global career platform for fashion & design newcomers, which has been supported by Messe Frankfurt and Messe Frankfurt France since 2013. “These three smart young designers mirror the wealth of creativity and ambition, which can be leveraged from the hundreds of participants of the annual competition since its start in 2008.”

The FRANKfurtstyleaward SUCCESS STORIES:

- Alexandra Fuks (www.alexandra-fuks.com), winner of FRANKfurtstyleaward 2013 and 2015 will present her collection “Amazone” with ten female outfits

- Melissa Kunz, winner of FRANKfurtstyleaward 2019, will present the mixed collection “Block” under her brand new label KUNZ
- Eva Valentina Ruthe, winner of the FRANK® for FUTURE Award 2019, will present ten female outfits including her collection “eve”

The FRANKfurtstyleaward (www.frankfurtstyleaward.com) has become one of the most important international competitions for young talents in fashion & design. It stands for a sustainable talent and career platform that promotes innovative ideas, creativity and outstanding creative achievement. 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 12th FRANKfurtstyleaward with the TOP60 Finalists Collection “BENEFITS of CHANGE” will be staged at consumer goods fair Tendence on June 27, 2020 and will also be showcased at the Texworld Paris Autumn Shows in September 2020.

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. It 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, Messe Frankfurt Tendence, Messe Frankfurt France, “Häuser der Mode (HDM)”, Frankfurt/Eschborn, Fraport AG, Wirtschaftsinitiative FrankfurtRhineMain e.V. as well as amui – the first digital fashion tech platform –, 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 June 27, 2020, being followed by the AWARD ceremony with the finalists of the competition and guests from fashion, design, industry, culture and society. Tendence is the consumer good fair of Messe Frankfurt and for the second time host of the FRANKfurtstyleaward Jury Meeting and the FINALE.

Further information, interview and/or photo requests:

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