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We are hoping to see the world change. But we had to face the facts. It would not change on its own. The new guiding theme is well reflected and based on the challenges and opportunities arising from transformation processes, digitalization, migration and environmental developments.

## **FRANKFURT STYLE AWARD 2020 - BENEFITS OF CHANGE**

STYLE GUIDE OF THE FUTURE

**FACT SHEET 2020**

further information [www.frankfurtstyleaward.com](http://www.frankfurtstyleaward.com)

## **FRANKfurtstaylorward 2020 – Fact Sheet**

### **Patronage**

City of Frankfurt am Main, Lord Mayor of the City of Frankfurt

### **Patron**

Olivier Lapidus

- Haute Couture Designer
- Creative Director LANVIN
- Pioneer of Fashion-Tech

### **Honorary President of the Jury 2020**

Nelly Rodi,

- Vice President for the segments creation, fashion & design of the CCI Ile-de-France, Region Paris
- President of La Fabrique School
- Member of the Board of IFM (French Fashion Institute)
- Founder of NELLYRODI Agency

### **Guest Country**

Ukraine (the country with the most applicants in 2020)

### **Official Sponsor**

amui space – a digital fashion tech platform

### **Sponsors**

- Tendence, Messe Frankfurt
- Texworld Paris
- apparelsourcing Paris
- avantex Paris
- leatherworld Paris
- Fraport AG
- Die Wirtschaftsinitiative e.V
- Frankfurter Buchmesse / THE ARTS+
- Montieth & Company
- Houses of Fashion (Häuser der Mode, Eschborn)

### **Partner**

- EastWest Models
- Famous Face Academy
- Fashion TV Production
- Legendary Gold Limited
- Vancouver Fashion Week

- Ukraine Fashion Week
- Torsten Hemke, 3D Panorama Art
- Zübeyde Kopp, Zeta Photography
- Marco Marcu
- Atelier Romann, Graphics/Production
- Anke Seelig
- Simon Zimbardo Photography

### Jury 2020

Mahi Degenring (GER)	Dr. Haze Ng (HGK)
Dominique Deroche (FRA)	Sevgi Schäfer (GER)
Christiane Fehrenbach (GER)	Elmar Schüller (GER)
Inbar Carmel (ISR)	Carlos Streil (GER)
René Lang (GER)	Roland Thiessen (GER)
Anastasia Liebe (GER)	Detlef Wildermuth (GER)
Barbara Weigand (GER)	Lexy Mojo-Eyes (NGA)
Nelly Rodi (FRA)	

### Calendar of Events (Status 03/2020)

December 2019	Call for Entry
November & December 2019	Launch activities
02/2020	Deadline for applications
March 10, 2020	First evaluation turn of the jury
End of March 2020	Nomination of finalists TOP 60
April 2020	BENEFIT of CHANGE – Wild Card Voting TOP 3
June 8, 2020	Deadline for submission of designs
June 13, 2020	Fitting in „The Houses of Fashion“, Eschborn
June 27, 2020	Finale jury meeting (10.00 hrs. – 12.00 hrs.)
June 27, 2020	Consumer goods trade fair Tendence in Frankfurt <ul style="list-style-type: none"> <li>• Catwalk Shows (14.00 hrs., 15.00 hrs., 16.00 hrs.)</li> <li>• Award Ceremony on main stage at Tendence (17.00 hrs.)</li> <li>• Get-together hosted by Messe Frankfurt Tendence</li> </ul>

### Roadshows (preliminary)

*Due to the current situation caused by the coronavirus pandemic, subsequent dates may change. We update promptly.*

February 10-13, 2020	Texworld, Apparel Sourcing, Avantex Leather World
September 14-17, 2020	Texworld, Apparel Sourcing, Avantex Leather World (Paris)
open	Africa Fashion Receptions Addis Abeba and Paris

October 2020	Vancouver Fashion Week
October 2020	Frankfurter Buchmesse – The Arts+
October 14-16, 2020	New Fashion Zone Award, Kyiv, Ukraine

### Awards FRANKfurtstyleaward 2020

- **Special Award 2020: Olivier Lapidus Award**
- **amui main prizes „From Prototype to Production to Market“ (Value: 22.500 EURO)**
  - 3 winner per category: Create your Revolution, Explore Cradle to Cradle, Dream your Dreams (Mixture of Students, Master Class, Newcomer)
    - 1st Price: 10,000 Euro (coaching, technical support, sample collection, production)
    - 2nd Price: 7,500 Euro (coaching, technical support, sample collection)
    - 3<sup>rd</sup> Price: 5,000 Euro (coaching, technical support)
- **5 x FRANK® – The Trophy**
  - 1st Price: Winner per category Create your Revolution, Explore Cradle to Cradle, Dream your Dreams (Mixture of Students, Master Class, Newcomer)
  - 1 x FRANK® for Future 2020 (FRANK® – The Trophy plus invitation to Vancouver Fashionweek)
  - 1 x FRANK® Lifetime Achievement Award
- **Scholarships at international Fashion & Design Schools, Internships, Coachings**
  - 3 winners per category Create your Revolution, Exlore Cradle to Cradle, Dream your Dreams (Mixture of Students, Master Class, Newcomer)
- **“Once-in-a-Lifetime” Fashion Trips (Berlin, Paris, Frankfurt)**
- **Fashion TV subscriptions of our media partner (12 months)**
- **VDMD Membership (1 year) for the ten FRANKfurtstyleaward 2020 winners**

### Statistics “Call for Entry 2020” – BENEFITS of CHANGE

- 160 applicants from 17 countries of 3 continents)
- 35 fashion schools (school groups – Students, Alumni, Newcomer)
- Application levels:
  - 94 Students
  - 2 Master Class
  - 18 Alumni
  - 46 Newcomer
- Three categories:
  - Cradle to Cradle: 30
  - Create your Revolution: 63
  - Dream your Dreams: 67

- Continents
  - Asia
  - Europe
  - Africa
  
- Nationalities:
  - Germany (25), Israel (39), Malaysia (1), Ireland (6), South Africa (19), Finland (1), Nigeria (1), Singapore (17), Egypt (5), Japan (1), Albania (4), Hungary (1), Ukraine (36), Moldavia (1), United Kingdom (1), Indonesia (1), Italy (1)
  
- Schools:
  - Academy Style & Design by André Tan (1), Design Academy of Fashion (11), Dublin Institute of Design (6), Elizabeth Galloway Academy of Fashion Design (2), FAHMODA (4), Hochschule Pforzheim (1), Kyiv National University of Technologies & Design (1), Modeinstitut Gabriel (2), Modefachschule Sigmaringen (12), October University for Modern Sciences and Arts (5), Sew Africa Training Center (1), Raffles (Coventry University) (1), Raffles Indonesia (1), Raffles Malaysia (1), Raffles Singapore (14), Shenkar College of Engineering & Design (37), South-Eastern Finland University of Applied Science (1), Temasek Polytechnic (2), Tokyo Institute of Technology (1), UBT College (4), VDMD (1)
  - No school specified (5)