

FRANKfurtstyleaward
Insight No. 02/2020

Dear Friends and Supporters of the FRANKfurtstyleaward,

Creativity is even more important in times of lockdown! While the world around us is ruled by COVID-19, we are confronted with never expected epochal changes that influence our societies, economies, cultures and lifestyles worldwide.

We feel obliged to present the talented international young fashion designers who applied for the FRANKfurtstyleaward 2020 in any case - despite all the restrictions we have to accept. More than ever, these young and talented people deserve to have their creative messages listened to.



We are therefore proud to present the TOP20 finalists in each of the categories **Cradle to Cradle**, **Create your Revolution** and **Dream your Dreams** on our website.

Furthermore, we also invite you already today to join us our **FRANKfurtstyleaward Finale & Award Ceremony 2020 BENEFITS of CHANGE** and experience the transformation into a new era with us:

Save the Date: June 27, 2020
FRANKfurtstyleaward goes digital
with the motto 2020 BENEFITS of CHANGE

The decision in favor of a virtual FRANKfurtstyleaward has been well considered. At the latest now that even the famous Oktoberfest in Munich has been cancelled, we know that Corona will thwart even our "modest" plans to celebrate the FRANKfurtstyleaward TOP60 Collection 2020 live together with all these young talented designers from all over the world. No one can predict how long we will be without mobility and how long we will have to stay "at home".

FRANKfurtstyleaward 2020 at a glance:

- **FRANKfurtstyleaward 2020 goes digital!** The TOP60 nominees for the finale will present their designs and themselves with video clips in the virtual Finale Award Show (and no longer - as in the past - send in their designs by post).
- **Official announcement of the TOP60 finalists** on our website (April 20, 2020)
- The **Wild Card Voting** has started and will run until April 30, 2020.
- **Second round of jury evaluation** based on the TOP60 video clips leads to the selection of candidates for the TOP10 award winners 2020.
- The **TOP10 winners will be invited to send in their design for the Award Ceremony** in the virtual showroom in Frankfurt on June 27, 2020.
- **SAVE the DATE: Be our guest at the FRANKfurtstyleaward 2020 Virtual Finale Show & Award Ceremony on June 27, 2020.**



Don't miss it! We are looking forward to your company on the new track. If you would like to contribute to the virtual premiere of the FRANKfurtstyleaward 2020 with your expertise, products and services, please let us know. We would be very pleased!

Stay strong and healthy!

Warm regards,

Hannemie Stitz-Krämer

President & Founder of FRANKfurtstyleaward

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