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PRESS-INFORMATION

The Finale of the FRANKfurtstyleaward 2020

takes place as a digital Fashion Show and Award Ceremony

The TOP60 Finalists present themselves with video clips on the motto "BENEFITS OF CHANGE" in the future Fashion Capital Frankfurt

AWARD ceremony with Parisian expertise: Couturier and fashion tech pioneer Olivier Lapidus as Patron 2020 and the internationally renowned fashion expert Nelly Rodi as Honorary Chair of the Jury 2020 honor the 10 winners

Frankfurt, June 10, 2020 -- The awards ceremony and finale show with the TOP10 COLLECTION of the FRANKfurtstyleaward 2020 "BENEFITS of CHANGE" will take place on **June 27, 2020 from 14 hrs. to 16 hrs.** as a **digital hybrid event**. The host for this virtual highlight of the international competition for fashion & design is the renowned **Airport Club Frankfurt**.

"When we launched the 12th edition of the FRANKfurtstyleaward in December 2019, we hoped to change the (fashion) world," says Hannemie Stitz-Krämer, founder and organizer of the global career platform for fashion & design newcomers. "But no one expected and predicted the extent and dynamics of the change we are now facing. We are therefore all the more proud that we have succeeded in holding this year's competition and crowning it with a virtual online event."

BENEFITS OF CHANGE

Around 160 young up-and-coming designers from all over the world took part in the competition as Students, Master Class graduates or Newcomers under the guiding theme **BENEFITS of CHANGE** with the three categories **Create your Revolution, Explore Cradle to Cradle** and **Dream Your Dreams**. Today more than ever, the motto 2020 corresponds to the spirit of the times. It focuses on the challenges and opportunities that lie ahead of us and, above all, of the next generation of fashion designers, arising from transformation processes, digitalization, migration and environmental developments.

"Creativity is even more important in times of COVID-19," adds Hannemie Stitz-Krämer. "We feel obliged to offer talented young international designers who have applied for the FRANKfurtstyleaward 2020 the platform to present their fashion messages and creations.

Instead of sending in their fashion creations and being in the spotlight at the Tendence consumer goods fair in Frankfurt in person, all of the TOP60 nominated finalists seized their opportunities under lockdown conditions and "packed" their innovative and creative designs into true digital works of art. In addition to the traditional fashion shows and exhibitions, this opens up new international "showrooms" for young fashion talents, where FRANKfurtstyleaward participants are welcome.

Olivier Lapidus and Nelly Rodi

This year the FRANKfurtstyleaward is particularly proud that **Olivier Lapidus** has taken over the patronage for the 12th edition of the international fashion & design competition. The famous French Haute Couture designer, visionary and pioneer of FASHION TEC would have looked forward to coming to Frankfurt, but due to the current Corona situation can only be present virtually during the Award Ceremony.

With **Nelly Rodi**, a fashion expert of worldwide reputation could also be won as Honorary President of the Jury 2020. The well-known French is Vice President of the Creation, Fashion & Design Department of the Paris and Ile-de-France Chamber of Commerce (CCI), a member of the board of IFM (French Fashion Institute) and President of the La Fabrique school.

Main prizes for the winners of the FRANKfurtstyleaward 2020

The ongoing digitalization and transformation processes in the textile industry are reflected in the innovative main prizes worth a total of almost 50,000 Euro, which, in addition to the "Outstanding Talent" award and the three first-place prizes with the "FRANK TROPHY", also beckon the winners of this year's TOP60 COLLECTION.

Thus, [amui.space](#) is providing the 1st prize in each category with "**From Prototype to Production to Market**". Followed by the "**Innovative Designer Premium Entry**" as 2nd prize in each category, which will be provided by [STAIY](#). The main prizes are rounded off with the 3rd prize "**Showroom Online Package**" from [MyFashionary](#).

Procedure of the FRANKfurtstyleaward 2020

As in previous years, the jury selected the TOP60 COLLECTION from the 160 applications from all over the world in the first step. In a wild card voting via Facebook, three wild cards were awarded for the finale.

The 63 winners of the semi-finale were asked to present their design in a two-minute video clip. All contestants submitted their video presentation and messages within the deadline (June 1, 2020).

From these videos, the international jury chose the TOP10. The TOP10 winning designs are expected at the **TOP10 FASHION SHOW 2020** in Frankfurt and will be professionally prepared by the FRANKfurtstyleaward partners [Famous Face Academy](#) and [East West Models](#) for the production in the FINALE on June 27, 2020.

The TOP10 COLLECTION will also be presented at the planned roadshow dates (depending on the situation regarding COVID-19 at the respective dates).

Program on June 27, 2020

The Finale Show of the FRANKfurtstyleaward 2020 "BENEFITS of CHANGE" will take place as a live stream event. The FRANKfurtstyleaward participants and alumni, the fashion schools and the fashion community will be invited to participate in the event via a link in good time.

- Location: Airport Club Frankfurt
- Date: 27 June 2020
- Time: 14.00 hrs to 16.00 hrs
 - Final selection of the nominated TOP10 winners
 - Award Ceremony per category by our sponsors amui, STAIY and MyFashionary
 - Video clip show of the 10 winners
 - Live Defilee of the TOP10 Outfits
 - Outlook for the roadshow stops 2020/21

FRANKfurtstyleaward - International Talent Contest in Fashion & Design:

The FRANKfurtstyleaward (www.frankfurtstyleaward.com) is one of the most important international competitions for young talents in fashion and design. It stands for a sustainable talent and career platform that promotes innovative ideas, creativity and outstanding creative achievement. With the FRANKfurtstyleaward, FrankfurtRhineMain Metropolitan Region, under the patronage of the City of Frankfurt and the previous main sponsors Messe Frankfurt, Messe Frankfurt Tendence, Messe Frankfurt France, Fraport AG, "Häuser der Mode (HDM)" Frankfurt/Eschborn and Wirtschaftsinitiative FrankfurtRheinMain e.V., becomes a hot spot for the best fashion & design schools from all over the world once a year when 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 each of the 20 TOP designs in the finale show will - due to Covid-19 - not be staged at Tendence on June 27, 2020, followed by the AWARD ceremony with the finalists of the competition and guests from fashion, design, industry, culture and society. This would have been the second time that Tendence had hosted the International Young Designers' Competition.

Instead, the 12th edition of the international contest will take place with a special program as a live stream event at the Airport Club Frankfurt on June 27, 2020.



Further information, interview and/or photo requests:

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