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## PRESS-INFORMATION

### FRANKfurtstyleaward 2020 celebrates International Fashion Talents with Live Stream Award Ceremony and Finale Fashion Show

The TOP10 winning designs under the motto „BENEFITS of CHANGE“ were presented as video clips as well as part of a Fashion Show.

**Frankfurt, June 29, 2020** – Due to the worldwide Corona Pandemic, the Award Ceremony and the Finale Show of the **FRANKfurtstyleaward 2020** with the motto **BENEFITS of CHANGE** was broadcasted as a **live stream from the Airport Club Frankfurt** on June 27, 2020. From the TOP60 finalists from 17 countries, who for the first time presented their entries in self-created video clips, the expert jury selected the TOP10 winners of the International Talent Contest for Fashion & Design in the final evaluation on June 27, 2020.

#### The Winners:

##### Category „Create your Revolution“

1. Place: “Samurai of the Spectrum”, **Yevgeniya Melnyk, Ukraine**, Newcomer, London College of Fashion, London
2. Place: “A Wild Revolution”, **Aviram Fima, Israel**, Student, Shenkar College of Engineering and Design, Tel Aviv
3. Place: “The Beginning of female Independence”, **Fan Xintian, China**, Student, Raffles College of Higher Education, Singapore



Samurai of the Spectrum  
Foto: Simon Zimbardo



A Wild Revolution  
Foto: Simon Zimbardo



The Beginning of female Independence  
Foto: Simon Zimbardo

Category „Dream your Dreams“

1. Platz: “Fairies from Cottingley”, **Liudmyla Tokarska, Ukraine**, Newcomer, Odessa Theater and Art College, Kiev
2. Platz: “The Sufi Whirling Dervishes”, **Gal Benjamin, Israel**, Student, Shenkar College of Engineering and Design, Tel Aviv
3. Place: “The sparkling Cement”, **Rotem Izhaki, Israel**, Student, Shenkar College of Engineering and Design, Tel Aviv



Fairies from Cottingley  
Foto: Simon Zimbardo



The Sufi Whirling Dervishes  
Foto: Simon Zimbardo



The sparkling Cement  
Foto: Simon Zimbardo

Category „Cradle to Cradle“

1. Place: “Is there Life on Mars?”, **Anna Kostochka, Ukraine**, Master Class, Kyiv National University of Technologies and Design, Kiev
2. Place: “The Human Condition”, **Emily Kion Joon Yee, Singapore**, Student, Temasek Polytechnic
3. Place: “War of Earth”, **Rachel Olivia Troost, South Africa**, Student, Elizabeth Galloway Academy of Fashion Design, South Africa



Is there Life on Mars?  
Foto: Simon Zimbardo



The Human Condition  
Foto: Simon Zimbardo



War of Earth  
Foto: Simon Zimbardo

Outstanding Talent:

- “Ars over Java”, **David Cohen, Israel**, Student, Shenkar College of Engineering and Design, Tel Aviv

"We are very proud that we were able to host the 12th edition of the FRANKfurtstyleaward at all and celebrate it with this fantastic live stream Finale Show," says Hannemie Stitz-Krämer, founder and organizer of the global career platform for fashion & design newcomers. "And it was worth it to digitize the format of this internationally renowned fashion award. The TOP60 finalists submitted great videos with their very creative ideas, some of which were very emotional and touching, presenting the young talents as well as young professionals and their fashion creations".

### **Main prizes with a total value of around 50,000 Euro**

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

Thus, [amui.space](#) provides the 1st prize with "**From Prototype to Production to Market**". The first place winners in the categories "Dream your Dreams", "Create your Revolution" and "Explore Cradle to Cradle" will receive the appropriate coaching, technical support and a sample collection worth 7,500 Euro each.

The runners-up in each category will receive an "**Innovative Designer Premium Entry**" worth 5,000 Euro each from [STAIY](#). This package includes contact with Staiy's leading sustainable fashion marketplace in order to start with the label online. The winners will also be promoted through Staiy channels.

The main prizes are rounded off with the 3rd prize in each category. This is a "**Showroom Online Package**" from [MyFashionary](#) worth 2,900 Euro each. The Showroom Online Package is a modern and contemporary way to present collections in a digital world. The price includes the staging of up to eight key looks as part of a fashion show.

The Outstanding Talent will be invited by [Vancouver Fashion Week](#) to present his collection in spring 2021 or autumn 2021.

In addition, the [Häuser der Mode](#) (Houses of Fashion) in Frankfurt will provide the TOP10 winners with a showroom on one day each in September so that the young up-and-coming designers can take their individual photos.

### **Advantages for the TOP60 finalists 2020**

But not only the winners benefit this year from the sponsors of the FRANKfurtstyleaward. All TOP60 finalists can apply for an online presence at STAIY at half entry price. In addition, the TOP60 receive special conditions from the three main sponsors.

Furthermore, the TOP10 winning models have the opportunity to appear at the **NFZ New Fashion Zone Catwalk** in Kiev, the **African Fashion Reception** in Addis Ababa and the **Vancouver Fashion Week**.

Additionally to the prize for the Outstanding Talent, the founder and producer of Vancouver Fashion Week, Jamal Abdouraham, surprised the TOP10 Award winners with a 50 percent discount for presentation at the shows of the Global Fashion Collective in New York and Paris.

### **Live Stream Highlights**

In the unusual setting of the live stream event, Nelly Rodi, who is the honorary chairperson of this year's jury, was awarded the FRANK®-TROPHY". The well-known French "fashion marketing queen" received this award for her life's work and her achievements in the international fashion market. The trophy was presented to her by Michael Scherpe, who was President of Messe Frankfurt France in Paris from 2002 to early 2020.

In a video message, Olaf Schmidt, Vice President Textiles & Textile Technologies of Messe Frankfurt, congratulated all 160 participants in the competition, the TOP60 and, above all, the TOP10 winners, also on behalf of his colleagues of Messe Frankfurt. Schmidt, who is also responsible for the newly won Frankfurt Fashion Week, would be delighted to see the young up-and-coming talents again one day on the major catwalks of the fashion world and perhaps even in Frankfurt at Frankfurt Fashion Week 2021.

The patron of the FRANKfurtstyleaward 2020, Olivier Lapidus, who has supported the nomination of the finalists and winners of the competition from the very beginning, welcomed the participants and guests in the live stream and interpreted this year's motto "BENEFITS of CHANGE": "The new generation will not only change fashion but also the fashion system. Ecology, the evolution of the web, the meaning given to things will be newly given in the universe of creation. It could be that being may be more important than appearing!"

"The journey is the destination," answered Hannemie Stitz-Krämer, founder of the FRANKfurtstyleaward, who has been committed to the City of Frankfurt and its reputation as a fashion location for years, when asked what the move of the Berlin Fashion Week to Frankfurt meant for her. "The FRANKfurtstyleaward has grown organically with its honorary sponsors and partners. It has gained a lot of attention and recognition in the international fashion world and has established valuable partnerships in Europe, Canada, Africa and China. The mission is still to support talented and young professionals in fashion creation." The FRANKfurtstyleaward has mastered Covid-19 with 160 participants and his loyal supporters and is looking forward to the future.

#### Partner and Sponsors of the FRANKfurtstyleaward 2020



#### FRANKfurtstyleaward - International Talent Contest in Fashion & Design:

The FRANKfurtstyleaward ([www.frankfurtstyleaward.com](http://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 each category in the finale show could not - due to Covid-19 - 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 12<sup>th</sup> edition of the international contest took place with about 60 guests watching a special program as a live stream event at the Airport Club Frankfurt on June 27, 2020.**

Further information, interviews and photo requests:

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