



©EVI SOFIANO /FRANKFURTSTYLEAWARD 2019/20

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

FRANKfurtstaleaward 2020 – Fact Sheet

Patronage

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

Patron

Olivier Lapidus

- Haute Couture Designer
- 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)

Sponsors of the Top Prizes

- amui space – a digital fashion tech platform
- Staiy
- MyFashionary

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

- Airport Club Frankfurt
- 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 06/2020)

December 2019	Call for Entry
November & December 2019	Launch activities
February 28, 2020 (extended to March 13, 2020)	Deadline for applications
March 20, 2020	First evaluation turn of the jury
Beginning of April 2020	Nomination of finalists TOP 60
April 2020	BENEFIT of CHANGE – Wild Card Voting TOP 3
May 2020	The 63 finalists produce their designs and create the corresponding video clips. The video clips are sent instead of the finished designs.
June 3, 2020	The jury receives the evaluation sheets for the assessment of the TOP 63 Collection as well as the links to the video clips.
June 11, 2020	Deadline for the jury evaluation. The TOP 10 winners have been determined and are asked to send their designs to Frankfurt.

- June 22, 2020 The winning designs arrive in Frankfurt
- June 27, 2020 Digital Hybrid Finale Show of FRANKfurtstyleaward 2020 BENEFITS of CHANGE
- Location: Airport Club Frankfurt
Time: 14.00 hrs. to 16.00 hrs.
- Final Jury evaluation of TOP 10 winners
 - Presentation of the prizes per category as well as „Outstanding Talent 2020“ by our sponsors amui.space, Staiy and MyFashionary
 - Video clip show of the TOP 10 designs as well as live defilee of the TOP 10 outfits.

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

- **amui main prizes „From Prototype to Production to Market“ (Value: 22,500 EURO)**
 - **1st prize per category:** Create your Revolution, Explore Cradle to Cradle, Dream your Dreams (Mixture of Students, Master Class, Newcomer) worth 7,500 EURO each. This main prize includes coaching, technical support and sample collection.
- **Staiy main prizes „Innovative Designer Premium Entry“ (Value: 15,000 EURO)**
 - **2nd prize per category** per category: Create your Revolution, Explore Cradle to Cradle, Dream your Dreams (Mix of Students, Master Class, Newcomer) worth 5,000 euros each. This prize includes contact for the winners with Staiy's leading sustainable fashion marketplace in order to start with their label online. The three winners will also be promoted through Staiy channels (website, newsletter, social media).
- **MyFashionary Preise „Showroom Online Package“ (Value: 8,700 EURO)**
 - **3rd prize** per category: Create your Revolution, Explore Cradle to Cradle, Dream your Dreams (Mix of Students, Master Class, Newcomer) worth 2,900 euros each. This prize includes a showroom online package and is a modern and contemporary way to present collections in a digital world. It includes the staging of up to 8 key looks of the collection as part of a fashion show, individual videos for each look, images The Looks in Runway Style including styling (Shima Khazei), make-up (Lisa Ciccopiedi), film and photography (Bea v. Winterfeldt)

- **Outstanding Talent Award 2020**
 - The Outstanding Talent will be selected by the President of the Jury and will be invited to present the FRANKfurtstyleaward collection during the Vancouver Fashion Week.
- **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
- **“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)