

**frank**  
furtstyleaward®

THE INTERNATIONAL  
TALENT CONTEST  
FOR FASHION & DESIGN



FRANKFURT STYLE AWARD  
**Winners 2020**

"We are hoping to see the world change. But we had to face the facts. It would not change on its own."

# Prizes

- **amui main prizes**  
**„From Prototype to Production to Market“ (Value: 22,500 EURO)**
  - **1<sup>st</sup> prize per category** 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)**
  - **2<sup>nd</sup> prize per category** 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 prizes**  
**„Showroom Online Package“ (Value: 8,700 EURO)**
  - **3rd prize per category:** 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 Ciccopedi), film and photography (Bea v. Winterfeldt)
- **Outstanding Talent Award 2020**
  - The Outstanding Talent was 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
  - 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)**
- **VDMD Membership (1 year) for all ten FRANKfurtstyleaward 2020 winners**





**1st Place**

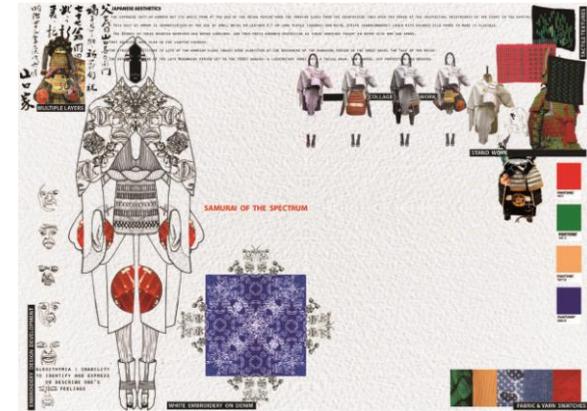
## Yevgeniya Melnyk

Ukraine

London College of Fashion | London

Newcomer | Fashion Designer, former petroleum engineer

Year of Birth: 1985 | ♀



### CONCEPT “Samurai of the Spectrum”

The target group of the project are people with autism spectrum disorder.

Despite the wide range of the spectrum and various distinctions between its extremities, most of the people on the spectrum share common preferences. Many like order and repetitiveness in daily routine and surroundings. This reflects in their dress: the love of very tactile texture, cozy and warm clothes, symmetry, details. I considered all this for the main concept in order to create clothes that would satisfy people on the spectrum.

The collection is highly textured, complex yet simple to wear, functional, stylish.

I decided to use Japanese samurai armour and clothes as a starting point for the silhouettes and cut. The wide cropped trousers made of the recycled denim are inspired by the hakama pants. The fit is oversized and adjustable. The pockets are incorporated into the front pleats eliminating need of the lining. The red velvet appliques are very textured.

Denim jacket is made of recycled fabric. Its outer cape is draped in the origami style. The elongated under-sleeves are detachable. The cape is decorated with dimensional embroidery (alternatively 3D print). The embroidery design is inspired by the emotional blindness condition - alexithymia. People with alexithymia navigate the society without being able to identify emotions of the others and their own. I juxtaposed line drawings of facial expressions to create a complex and confusing pattern reflecting the difficulty of the alexithymia.

### COVER LETTER

I would like to outline my motivation to participate in the FRANKfurtstyleaward (Create your revolution). I graduated as an engineer and got my first job in the industry. However, I always dreamt of becoming a fashion designer so I quit my job and went to study design. The International Preparation for Fashion Course at LCF helped me to improve my research, concept development and 3D experimentation skills. The internships at Gareth Pugh and London Sampling Studio taught me the importance of clearly defined objectives, effective communication, attention to detail and team work. Being at the early stage of my career I yearn for advice and mentorship from experienced designers. The most rewarding prize is to participate in this fantastic initiative, work with the FRANKfurtstyleaward mentors and gain valuable skills and relationships which I would cultivate long afterwards. I would be deeply grateful for the opportunity to become a part of the the FRANKfurtstyleaward community.



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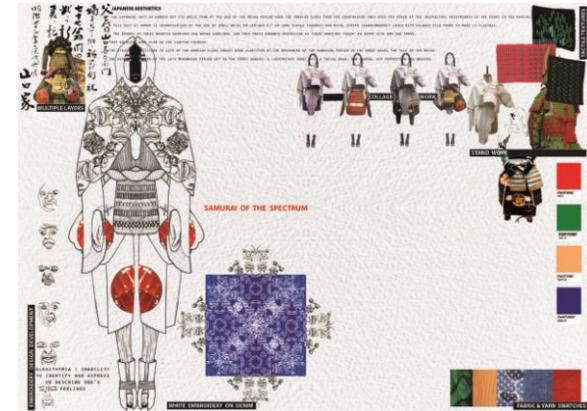
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**Video Clip Link**

<https://youtu.be/-ALXMBWX9To>

#Create your Revolution



**2nd Place**

**Aviram Fima**

Israel

Shenkar College of Engineering and Design | Ramat Gan

Student | Fashion Design

Year of Birth: 1993 | ♂



**CONCEPT "A Wild Revolution"**

The inspiration for my project was a modern Latin American artist, who came to give meaning and spotlight on low classes like African slaves whose family forced labor. In her art she used paintings depicting African women with handcuffs and tropical plants from the Caribbean who used the same slaves to abort fetuses and thus objected to coercion. In my project, I took the hair of African women who, from my point of view, are the crown of those women and a very significant symbol of their femininity, and created a tailored gown with large shoulders to emphasize their presence they need. And I made a jacket silhouette with a big presence. On the dress underneath, I created a print of mine that inspired the Caribbean and the poisonous plants used by women to abort fetuses, And everything was printed on pure silk. And another print on the tights.

The color is taken from the paintings of the artist and the poisonous plants.

There was also the emphasis of creating A distinctly feminine silhouette. In the project, I expressed my personal revolution through clothing to protest the classes and the very formal form of attire for women who are not considered high class And a renewed expression of what to wear in a bold and powerful way.

**COVER LETTER**

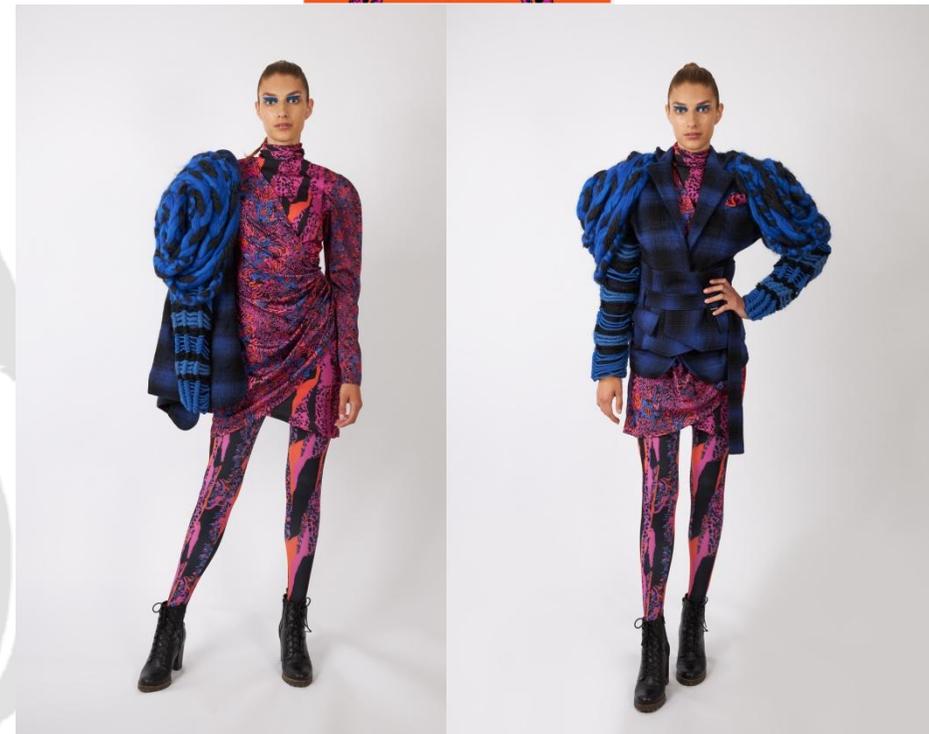
Hello, My name is Aviram Fima

Im a fashion design student in Shenkar High School of Engineering and Design in Israel.

This is my third year out of four.

My passion for fashion is an integral part of my life, since I was a child I remember having the urge to do it by touching fabrics to sense materials, make clothes and manipulate existing clothes.

Whenever I have, I keep up to date with the new trends that are happening in the international fashion arena. Nowadays in global reality you are immediately updated and everywhere in the world you have the opportunity to be in any view and see the innovations on the track. My dream has always been to succeed and devour the limitless world of daring and the highest dream that sometimes dreams come true. The competition in Frankfurt is of great interest to me first and foremost it is a very respectable competition at a very high level and it is a privilege that I very much hope will fall into my reach and participate.



**Video Clip Link**<https://youtu.be/iaGdQ3Oxv7Y>

#Create your Revolution

**3rd Place****Fan Xintian**

China

Raffles College of Higher Education | Singapore

Student | Fashion Design

Year of Birth: 1996 | ♀

**CONCEPT "The Beginning of Female Independence"**

The most important thing about the fashion revolution for me is to start with yourself. My design inspiration comes from a quote by Anne Klein "Clothes aren't going to change the world, the women who wear them will." Women have always been vulnerable in the workplace and easily discriminated against. Even if feminism has emerged, this problem remains unresolved. I believe a woman is just as able and that my fashion revolution can showcase a women's strength in the workplace. My fabric will be a more classical suiting but in white. Since women first wore white to march at the beginning of the 20th century, it became a symbol of female solidarity and evoke strength, still to today.

I will use large yet still feminine shape of the sleeves, creating an aura of power and feminine.

**COVER LETTER**

I am Fan Xintian, and I have been interested in fashion since I was young. My mother always said that I had my own opinion regarding fashion when I was younger. I even selected my own clothes to wear to kindergarten. Ever since then, I was determined to follow my dream of clothing design, from the little girl matching her outfits to designing them myself. The FRANKfurtstyleaward is an internationally renowned competition, with fantastic exposure for young designers where they can show their creativity. I chose the category of Fashion Revolution, and my theme will be based on feminism.





**1st Place**

## Liudmyla Tokarska

Ukraine

Odessa Theater and Art College | Odessa

Newcomer | Fashion designer for TV shows and films, founder of "Mira Matchina"

Year of Birth: 1987 | ♀

### CONCEPT "Fairies from Cottingley"

I was inspired by the story of two girls who cheated on the world - the story of fairies from Cottingley. I dedicated my collection to borderline magical creatures living in abandoned buildings, circuses, libraries. We are so pragmatic in the modern world that we run the risk of indiscriminately sending the whole magical world into oblivion. Therefore, the collection is created exclusively from materials that are painted by hand, an abundance of embroidery and color, a scattering of beads and interweaving of ribbons create a continuous narrative pattern. A light veil to the top of the images separates our world from the world of fantasy. Intense colors that shimmer with molten gold, dusted velvet, brocade in contrast to plastic fabrics are all the same changes that occur under the nose of a gondola that cuts through the Grand Canal's azure and turns it into a glowing metal.

### COVER LETTER

I am Mira Matchina, an art fashion designer, that works with passion and believes in her vision. My costumes are the whole stories, fairy tales, worlds and galaxies. I like working with different stories and I use new technologies to emphasize the unusual plot. I am found of opening forgotten depths and roots and give them freshness and a new life. The quintessence of my imagination helps fantasy to bloom. I love to create, it's my air and everything, I can't breathe without.

Where an ordinary passerby just sees a fallen leaf, I can see a message from the High Spirit. Leaf life lines and rain drops will tell me everything, they can be my inspiration and a dress with singing birds will appear!

This is my first time participating in a competition of fashion designers, this new experience inspires me and gives me new hopes. Thanks for FRANKfurtstyleaward!



**Video Clip Link**

<https://youtu.be/eoBmDWwsyl>

#Dream your Dreams



**2nd Place**  
**Gal Benjamin**

Israel  
Shenkar College of Engineering and Design | Ramat Gan  
Student | Men's Wear  
Year of Birth: 1998 | ♂

**CONCEPT "The Sufi Whirling Dervishes"**

The Sufi Whirling Dervishes is my main inspiration for my design. The dervishes perform their ritual, transcending into a state assumed by outsiders to be one of ecstatic trances. The ritual is called Dhikr, and is performed in a traditional dress: sleeveless white frock, long sleeved jacket, a black overcoat. Their circular skirt rise above while swirling endlessly. Inspiration came from the Sufi artists, Maimouna Guerresit, who creates art around the concept of Sufi sanctity. I was fascinated by the construction that she manifested around human bodies, transforming them into holy temples. The final design includes an outfit that translates the easiness and flow of the circular skirts with a more constructed and dimensional piece that would be the translation of Guerresit's work. Black silk velvet was used for both the pants and the shirt. The pants pattern relays on a wide palazzo pants, with no side stitches to enhance the movement of the fabric. As homage to Turkish culture came the design for the pattern, inspired by traditional Turkish tiles (sufism originated in Turkey) and applied it on the sleeveless shirt in Devoré, a burnout of the velvet. For the jacket, I produced a synthetic fibre combined with wool with an ultra blue aura. The jacket was knitted using my fibre and white velvet fibers, using a manual knitting machine in a fully fashion technique. The colour palette is inspired by my photography of the Sufi Whirling Dervishes performing the Dhikr in an exhibition.

**COVER LETTER**

My name is Gal Benjamin, I am 22 year old. I was born in the South of Israel, but received my high school education abroad. I am a graduate of the IBDP from Prem Tinsulanonda International School, located in the North of Thailand. I returned to Israel at 18 and served in the IDF for three months. Forced to become part of such a restrictive system resulted in myself expressing resistance throughout each growing day. This was most evident in the way I altered my soldier uniform to my style and taste. I then realized just how powerful the influence that fashion had over me. understanding just how much thought and decision making concern me everyday with how I dress. I made a decision to pursue a degree in fashion, due to both interest and to discover more about myself. My interest for participation derives from the opportunity to be exposed and learn from like minded creatives in an extraordinary environment and the opportunity to be acknowledged globally as a young designer.





**3rd Place**

## Rotem Izhaki

Israel

Shenkar College of Engineering and Design | Ramat Gan

Student | Fashion Design

Year of Birth: 1997 | ♀

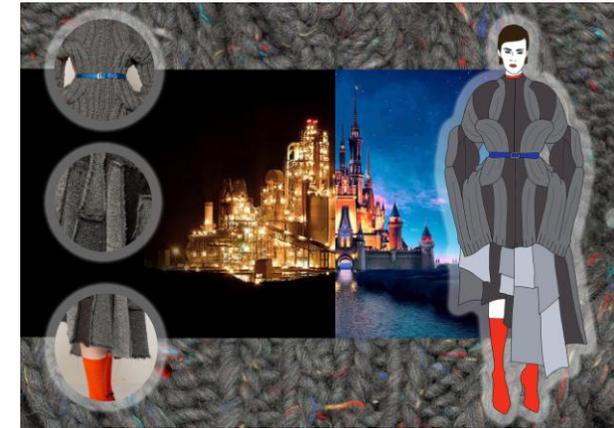
### CONCEPT “The Sparkling Cement”

My project started from a story that my parents told me when I was young. On the weekends, when me and my family drove the highway to see my aunt's family, we always passed through a building full of lights, which seemed magical to me. My parents told me that this is Cinderella's palace, and in every single ride I was excited to see the sparkling palace at night. When I grew up, I realized that it was not a palace but was 'Nesher' cement factory, and my fantasy was shattered. Beyond my fantasy, I found out that the factory was a fantasy of someone else. Theodor Herzl, known as the visionary of the state of Israel dreamed and wrote in his historical book that a cement factory in the new country of Israel must be established as part of building the country. This dream came true and in fact, this cement factory was an infrastructure of the whole state. In the project, I dealt with the contrast between fantasy and reality, which are represented by the rough cement factory and the glorified palace of Cinderella.

I created a clothing system affected from both worlds. The upper garment is hand-knitted, which was inspired by the cement texture. The shape of the knitwear is influenced by the complex structure of the factory and by historical women's clothing. The dress is patchwork which exposes the wrong side of the fabric and includes also orange double Lycra that comes from the cement mixers and the transformed carriage into a pumpkin, which represent a shattered dream.

### COVER LETTER

My passion for fashion started as a child, being exposed to the world of art and classical music. I started playing violin at the age of five, and a big part of my curiosity came from the history of musical pieces. As a part of my education, I was exposed to arts, manners and clothing in each period, fascinated by the efforts of fashion to shape the human body. I have always admired corsets, crinolines and historical clothing and i was influenced by fairy tales about far kingdoms, princesses and palaces. In Israel we do not have royal dynasties. Because this world very far from us, it attracted and fascinated me even more. I have always tried to build myself a magical world, far from the reality that I live in. I chose the category "dream your dreams" because my topic connects between reality and fantasy. I created myself a complete fantasy out of a simple every-day reality.



**Video Clip Link**

<https://youtu.be/Lejo-md52tc>

#Cradle to Cradle



**1st Place**

**Anna Kostochka**

Ukraine

Kyiv National University of Technologies and Design | Kyiv

Master Class | Master in Fashion Design

Year of Birth: 1979 | ♀

**CONCEPT “Is there life on Mars?”**

Is there life on Mars?

Now this question is more relevant than ever. We have reached its peak point.

Our whole world with all high end technologies.

Is it the way forward or is it just direction to self-destruction? How many times has humanity asked this? At the moment, space scientists are experiencing disappointing setbacks and tremendous triumphs, developing the space industry faster than was thought possible. Based even on the most basic - the film industry. You can analyze that all scientific, documentary and feature films of all the time partly predicted the future. All previously inaccessible, outlandish innovations and technologies, what was beyond reality, now are in the order of things for us. There are also many inventions that we don't even know about. This is confirmation that we don't have to refute the idea of colonization of Mars, no matter how absurd it may sound. Understanding what the world is going to now, we can draw a parallel between reality and "5th Element" movie by Luc Besson. But black power is not an object from outside, but it is the result of the consumer life of humanity on Earth. Sustain fashion should be something conscious, not only hype. The approach to the fact that we need to develop material that will avoid the same problems with raw materials and not harm the environment. I am for innovation. I was really inspired by Ilon Musk and Dawid Bowie, so color scheme of collection in shades of the surface of Mars and cosmic dust.

**COVER LETTER**

Now I am a master at the University of Design. I thank every day that I've been delighted with my specialty for many years. Each new progressive step in fashion that generates high-tech innovation, surprise and inspire me more and more. From childhood I was interested in being self-made person. At the age of 13 I finally realized that my calling is to be a fashion designer. Understanding that I was born for this makes me continue to move on despite the difficulties. When I got chills, that caused by something genius behind my eyes, it's greatest sensation of fashion. And me wondering how even humanity can create such masterpieces. I highly approve and support modern system of quick brand building through social media. but in the same time I believe that u can't do serious actions without being a professional. So one of my main goals now is to get more education and qualification in this area. I always open for new opportunities, people and projects.





**2nd Place**

## Emily Kiong Joon Yee

Singapore

Temasek Polytechnic | Singapore

Student | Apparel Design

Year of Birth: 2000 | ♀

### CONCEPT "The Human Condition"

Change oftentimes occurs to the subconscious mind when one is placed in a high pressure setting. In today's fast-paced society, every contributing person is expected to stay in his/her top form at all times. Where change is not welcomed in the system, it is unsurprising that people with emotional or mental conditions alter "what they look like" to fit what is expected of them, performing equally or even exceptionally well in their fields. These are individuals that have what we call, high functioning mental conditions.

High functioning mental conditions, more specifically, high functioning depression, is a rising issue. Individuals with high functioning depression condition themselves to feel and act a certain way when they interact with different people.

The Human Condition dives deep into the mind of an individual with high functioning depression, peeling off the layers as he/she is placed in different social, mental settings. How a person acts in front of acquaintances and strangers, in front of family and friends, when one is alone, when faced with his/her own mental turmoil and when he/she is at peace with his/her own being---these are settings that shifts and changes in not only the actions portrayed but also what happens in the person's mind. It is a collection meant to incite the change of views towards people with mental conditions, and at the same time show the cycle of complex changes in a person's mind.

### COVER LETTER

Emily is an apparel design student currently completing her final year in Temasek Polytechnic, Singapore. Her passion for design stemmed from majoring in Art in her Secondary school, where she got to experience various mediums, be it digital or hands-on. Having found a strong interest in hands-on work such as creating textures on artworks, constructing and hand stitching her own projects, she realised that fashion is her gateway towards further exploring these aspects and creating works that are even more significant. For her final Art Coursework, she translated her concept into a canvas painting. This time, through the FRANKfurtstyleaward, she translates her societal based concept into pieces of apparel to evoke a process of self-reflection and awareness, be it for the wearer or the audience.

Design Sketch





**3rd Place**

## Rachel Olivia Troost

South Africa

Elizabeth Galloway Academy of Fashion Design | South Africa

Student | Bachelor of Arts (Fashion Design)

Year of Birth: 2000 | ♀

### CONCEPT "War for earth"

War for sustainability

Armies should not be the only ones wearing functional and durable clothing. We need to start designing clothing that lasts. We need to use our war time skills for peace time pursuits. The war time attitude of 'make do and mend' should be applied to our modern fashion industry. We should be recycling materials rather than relying on our world's limited, non-renewable and unsustainable resources. Making clothing that isn't sustainable is selfish and short sighted and it needs to stop. We need to wage war against our industry's destructive nature. Change needs to come from within.

I have decided to use an old army tent to create a durable utility coat. The coat is inspired by the functional purpose of the tent as a protection from the weather as well as by its design details. It will have a two-piece collar and epaulets to pay homage to the tent's military past as well as utility pockets inspired by the tent's windows. The hem of the jacket will roll up to the knee mimicking a brailed tent and the tent's zipper will be used up the front of the garment. The coat will be worn over a matching set of knitted underwear made from scraps of yarn left over from making charity blankets.

The coat will be made from a khaki cotton tent canvas with brass hard wear. The knitted under garments and shoulder scarf will be made from a variety of different yarns.

### COVER LETTER

I am a 2nd year fashion design student. I come from a small town in South Africa. I grew up around sewing machines. The first thing I ever made was a top out of the off cuts from my granny's shortened trouser leg at the age of four. To me fashion shows who we are. It is an outward display of who we want to be or how we feel about ourselves. Not just the cut and cloth of our clothing but how we wear them, where we buy them, the quality of their construction and how ethically they are made all help to illustrate our individuality. Fashion is a powerful tool in communication and an important storytelling device, whether it be on a stage or screen or in real life. The FRANKfurtstyleawards would give me the opportunity to mingle with other young designers each with their own unique view of fashion and the fashion industry. The competition is a chance to measure myself against the world and see where I stand. This is my first design competition and I am excited for the opportunity.





**Outstanding Talent 2020**

**David Cohen**

Israel  
Shenkar College of Engineering and Design | Ramat Gan  
Student | Fashion Design  
Year of Birth: 1988 | ♂

**CONCEPT "ARS OVER JAVA"**

"ARS OVER JAVA" is a sportswear project. Ars is a Pejorative of the Israeli provincial man, equivalent to gangsta. Java, a common software language. In this project I felt like playing with social stigmas. My inspirations mix two prominent Israeli social representations on opposite sides of the map, breeding a dialog between where I come from and who I am today. As a Tech developer the sewing patterns & prints are designed solely with computer software. I named the coat "The Blue Screen of Death" after the commonly known computer crash and incorporated it into the gangsta's look and feel. I matched the hat with features of what used to be my favorite Israeli Soccer team and is controlled today by right-winged extremists. Pixelating the team symbol under an "ERROR 404" which means "Page Not Found", is my way of criticizing the fascist ways of the group. The Jumpsuit - "Bibi", jewelled with laser-cut Gourmette & leopard digital print shaped out of code lines, represents the endless loop of election days and votes for "Bibi" - Israel's prime minister. Israel has recently held its 3rd election round within the past year. This is my protest opposing Israeli elitists, accusing those who think differently for mindlessly voting Bibi. I am an ARS OVER JAVA and this collection is my own private revolution.

**COVER LETTER**

I am David Cohen, 32yo, from Tel-Aviv, Israel. I got my BA in Economics & Middle Eastern History, followed by an MBA. I am a software engineer in a tech company called Culture-Trip. Above all these, I am a third-year Fashion student in Shenkar College. Fashion for me is a channel of self expression, just like a canvas. My dream is to see people wearing my designs. Just writing this brings up a lot of emotion. I come from a family of little means, from the suburbs of the Israeli society. As a child, my mom always pushed us towards earning education. After living by other's measures of success, I decided to live up to mine, and so 3 years ago I began studying Fashion in Shenkar. For me self-revolution and evolution are the essence of "Benefits of Change". I am very excited to take part in FRANKfurtstyleaward. After making it to the last year's final, It will be my second time competing with my art and heart and I am super eager and will be very honored to participate again this year.



The Outfit with the Blue Screen of Death Coat on



Fashion Drawing of the final design



The Bibi Jumpsuit

**Video Clip Link**

<https://youtu.be/-ALXMBWX9To>

#Create your Revolution



**2nd Place**

**Aviram Fima**

Israel

Shenkar College of Engineering and Design | Ramat Gan

Student | Fashion Design

Year of Birth: 1993 | ♂



**CONCEPT "A Wild Revolution"**

The inspiration for my project was a modern Latin American artist, who came to give meaning and spotlight on low classes like African slaves whose family forced labor. In her art she used paintings depicting African women with handcuffs and tropical plants from the Caribbean who used the same slaves to abort fetuses and thus objected to coercion. In my project, I took the hair of African women who, from my point of view, are the crown of those women and a very significant symbol of their femininity, and created a tailored gown with large shoulders to emphasize their presence they need. And I made a jacket silhouette with a big presence. On the dress underneath, I created a print of mine that inspired the Caribbean and the poisonous plants used by women to abort fetuses, And everything was printed on pure silk. And another print on the tights.

The color is taken from the paintings of the artist and the poisonous plants.

There was also the emphasis of creating A distinctly feminine silhouette. In the project, I expressed my personal revolution through clothing to protest the classes and the very formal form of attire for women who are not considered high class And a renewed expression of what to wear in a bold and powerful way.

**COVER LETTER**

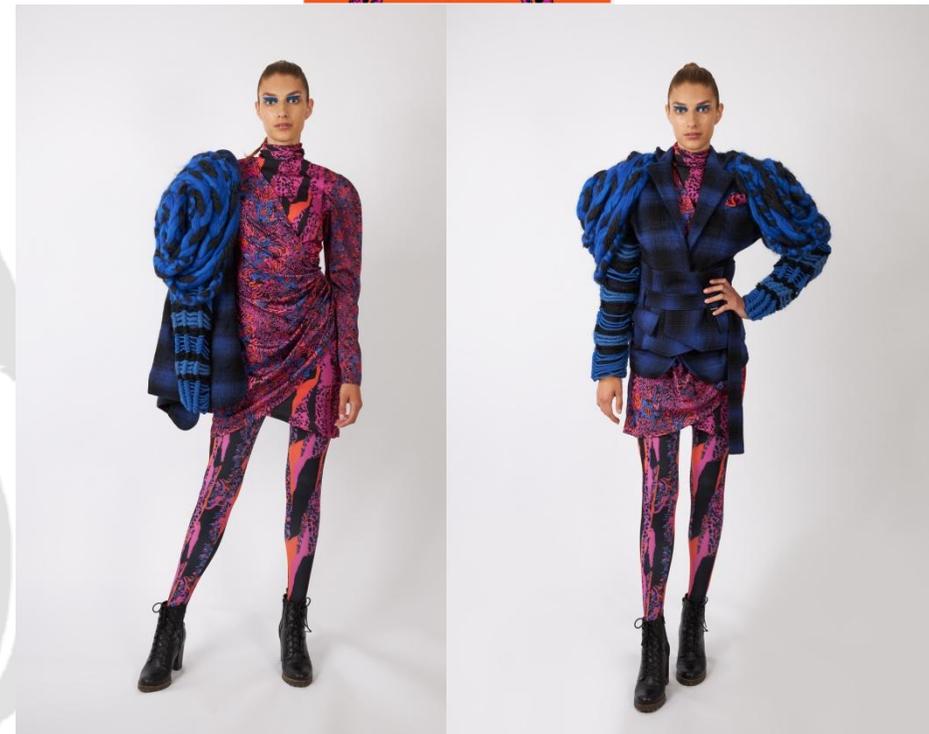
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This is my third year out of four.

My passion for fashion is an integral part of my life, since I was a child I remember having the urge to do it by touching fabrics to sense materials, make clothes and manipulate existing clothes.

Whenever I have, I keep up to date with the new trends that are happening in the international fashion arena. Nowadays in global reality you are immediately updated and everywhere in the world you have the opportunity to be in any view and see the innovations on the track. My dream has always been to succeed and devour the limitless world of daring and the highest dream that sometimes dreams come true. The competition in Frankfurt is of great interest to me first and foremost it is a very respectable competition at a very high level and it is a privilege that I very much hope will fall into my reach and participate.





**3rd Place**

## Fan Xintian

China

Raffles College of Higher Education | Singapore

Student | Fashion Design

Year of Birth: 1996 | ♀

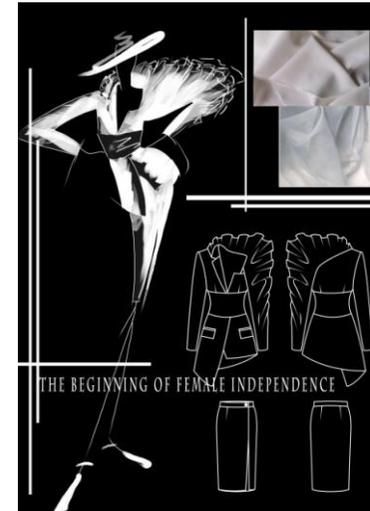
### CONCEPT "The Beginning of Female Independence"

The most important thing about the fashion revolution for me is to start with yourself. My design inspiration comes from a quote by Anne Klein "Clothes aren't going to change the world, the women who wear them will." Women have always been vulnerable in the workplace and easily discriminated against. Even if feminism has emerged, this problem remains unresolved. I believe a woman is just as able and that my fashion revolution can showcase a women's strength in the workplace. My fabric will be a more classical suiting but in white. Since women first wore white to march at the beginning of the 20th century, it became a symbol of female solidarity and evoke strength, still to today.

I will use large yet still feminine shape of the sleeves, creating an aura of power and feminine.

### COVER LETTER

I am Fan Xintian, and I have been interested in fashion since I was young. My mother always said that I had my own opinion regarding fashion when I was younger. I even selected my own clothes to wear to kindergarten. Ever since then, I was determined to follow my dream of clothing design, from the little girl matching her outfits to designing them myself. The FRANKfurtstyleaward is an internationally renowned competition, with fantastic exposure for young designers where they can show their creativity. I chose the category of Fashion Revolution, and my theme will be based on feminism.





**1st Place**

## Liudmyla Tokarska

Ukraine

Odessa Theater and Art College | Odessa

Newcomer | Fashion designer for TV shows and films, founder of "Mira Matchina"

Year of Birth: 1987 | ♀

### CONCEPT "Fairies from Cottingley"

I was inspired by the story of two girls who cheated on the world - the story of fairies from Cottingley. I dedicated my collection to borderline magical creatures living in abandoned buildings, circuses, libraries. We are so pragmatic in the modern world that we run the risk of indiscriminately sending the whole magical world into oblivion. Therefore, the collection is created exclusively from materials that are painted by hand, an abundance of embroidery and color, a scattering of beads and interweaving of ribbons create a continuous narrative pattern. A light veil to the top of the images separates our world from the world of fantasy. Intense colors that shimmer with molten gold, dusted velvet, brocade in contrast to plastic fabrics are all the same changes that occur under the nose of a gondola that cuts through the Grand Canal's azure and turns it into a glowing metal.

### COVER LETTER

I am Mira Matchina, an art fashion designer, that works with passion and believes in her vision. My costumes are the whole stories, fairy tales, worlds and galaxies. I like working with different stories and I use new technologies to emphasize the unusual plot. I am found of opening forgotten depths and roots and give them freshness and a new life. The quintessence of my imagination helps fantasy to bloom. I love to create, it's my air and everything, I can't breathe without.

Where an ordinary passerby just sees a fallen leaf, I can see a message from the High Spirit. Leaf life lines and rain drops will tell me everything, they can be my inspiration and a dress with singing birds will appear!

This is my first time participating in a competition of fashion designers, this new experience inspires me and gives me new hopes. Thanks for FRANKfurtstyleaward!



**Video Clip Link**

<https://youtu.be/eoBmDWwsyl>

#Dream your Dreams



**2nd Place**

**Gal Benjamin**

Israel  
Shenkar College of Engineering and Design | Ramat Gan  
Student | Men's Wear  
Year of Birth: 1998 | ♂

**CONCEPT "The Sufi Whirling Dervishes"**

The Sufi Whirling Dervishes is my main inspiration for my design. The dervishes perform their ritual, transcending into a state assumed by outsiders to be one of ecstatic trances. The ritual is called Dhikr, and is performed in a traditional dress: sleeveless white frock, long sleeved jacket, a black overcoat. Their circular skirt rise above while swirling endlessly. Inspiration came from the Sufi artists, Maimouna Guerresit, who creates art around the concept of Sufi sanctity. I was fascinated by the construction that she manifested around human bodies, transforming them into holy temples. The final design includes an outfit that translates the easiness and flow of the circular skirts with a more constructed and dimensional piece that would be the translation of Guerresit's work. Black silk velvet was used for both the pants and the shirt. The pants pattern relays on a wide palazzo pants, with no side stitches to enhance the movement of the fabric. As homage to Turkish culture came the design for the pattern, inspired by traditional Turkish tiles (sufism originated in Turkey) and applied it on the sleeveless shirt in Devoré, a burnout of the velvet. For the jacket, I produced a synthetic fibre combined with wool with an ultra blue aura. The jacket was knitted using my fibre and white velvet fibers, using a manual knitting machine in a fully fashion technique. The colour palette is inspired by my photography of the Sufi Whirling Dervishes performing the Dhikr in an exhibition.

**COVER LETTER**

My name is Gal Benjamin, I am 22 year old. I was born in the South of Israel, but received my high school education abroad. I am a graduate of the IBDP from Prem Tinsulanonda International School, located in the North of Thailand. I returned to Israel at 18 and served in the IDF for three months. Forced to become part of such a restrictive system resulted in myself expressing resistance throughout each growing day. This was most evident in the way I altered my soldier uniform to my style and taste. I then realized just how powerful the influence that fashion had over me. understanding just how much thought and decision making concern me everyday with how I dress. I made a decision to pursue a degree in fashion, due to both interest and to discover more about myself. My interest for participation derives from the opportunity to be exposed and learn from like minded creatives in an extraordinary environment and the opportunity to be acknowledged globally as a young designer.





**3rd Place**

## Rotem Izhaki

Israel

Shenkar College of Engineering and Design | Ramat Gan

Student | Fashion Design

Year of Birth: 1997 | ♀

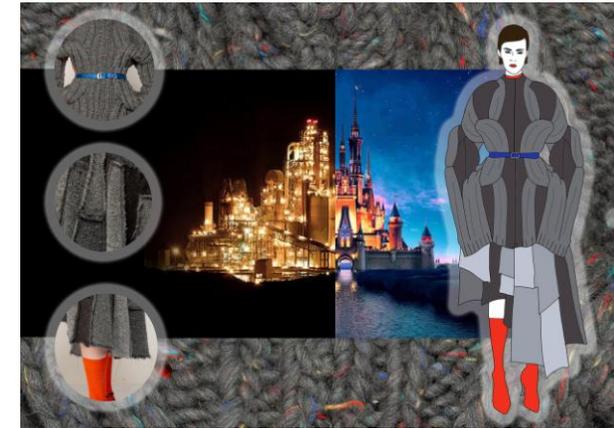
### CONCEPT "The Sparkling Cement"

My project started from a story that my parents told me when I was young. On the weekends, when me and my family drove the highway to see my aunt's family, we always passed through a building full of lights, which seemed magical to me. My parents told me that this is Cinderella's palace, and in every single ride I was excited to see the sparkling palace at night. When I grew up, I realized that it was not a palace but was 'Nesher' cement factory, and my fantasy was shattered. Beyond my fantasy, I found out that the factory was a fantasy of someone else. Theodor Herzl, known as the visionary of the state of Israel dreamed and wrote in his historical book that a cement factory in the new country of Israel must be established as part of building the country. This dream came true and in fact, this cement factory was an infrastructure of the whole state. In the project, I dealt with the contrast between fantasy and reality, which are represented by the rough cement factory and the glorified palace of Cinderella.

I created a clothing system affected from both worlds. The upper garment is hand-knitted, which was inspired by the cement texture. The shape of the knitwear is influenced by the complex structure of the factory and by historical women's clothing. The dress is patchwork which exposes the wrong side of the fabric and includes also orange double Lycra that comes from the cement mixers and the transformed carriage into a pumpkin, which represent a shattered dream.

### COVER LETTER

My passion for fashion started as a child, being exposed to the world of art and classical music. I started playing violin at the age of five, and a big part of my curiosity came from the history of musical pieces. As a part of my education, I was exposed to arts, manners and clothing in each period, fascinated by the efforts of fashion to shape the human body. I have always admired corsets, crinolines and historical clothing and i was influenced by fairy tales about far kingdoms, princesses and palaces. In Israel we do not have royal dynasties. Because this world very far from us, it attracted and fascinated me even more. I have always tried to build myself a magical world, far from the reality that I live in. I chose the category "dream your dreams" because my topic connects between reality and fantasy. I created myself a complete fantasy out of a simple every-day reality.



**Video Clip Link**

<https://youtu.be/Lejo-md52tc>

#Cradle to Cradle



**1st Place**

**Anna Kostochka**

Ukraine

Kyiv National University of Technologies and Design | Kyiv

Master Class | Master in Fashion Design

Year of Birth: 1979 | ♀

**CONCEPT “Is there life on Mars?”**

Is there life on Mars?

Now this question is more relevant than ever. We have reached its peak point.

Our whole world with all high end technologies.

Is it the way forward or is it just direction to self-destruction? How many times has humanity asked this? At the moment, space scientists are experiencing disappointing setbacks and tremendous triumphs, developing the space industry faster than was thought possible. Based even on the most basic - the film industry. You can analyze that all scientific, documentary and feature films of all the time partly predicted the future. All previously inaccessible, outlandish innovations and technologies, what was beyond reality, now are in the order of things for us. There are also many inventions that we don't even know about. This is confirmation that we don't have to refute the idea of colonization of Mars, no matter how absurd it may sound. Understanding what the world is going to now, we can draw a parallel between reality and "5th Element" movie by Luc Besson. But black power is not an object from outside, but it is the result of the consumer life of humanity on Earth. Sustain fashion should be something conscious, not only hype. The approach to the fact that we need to develop material that will avoid the same problems with raw materials and not harm the environment. I am for innovation. I was really inspired by Ilon Musk and Dawid Bowie, so color scheme of collection in shades of the surface of Mars and cosmic dust.

**COVER LETTER**

Now I am a master at the University of Design. I thank every day that I've been delighted with my specialty for many years. Each new progressive step in fashion that generates high-tech innovation, surprise and inspire me more and more. From childhood I was interested in being self-made person. At the age of 13 I finally realized that my calling is to be a fashion designer. Understanding that I was born for this makes me continue to move on despite the difficulties. When I got chills, that caused by something genius behind my eyes, it's greatest sensation of fashion. And me wondering how even humanity can create such masterpieces. I highly approve and support modern system of quick brand building through social media. but in the same time I believe that u can't do serious actions without being a professional. So one of my main goals now is to get more education and qualification in this area. I always open for new opportunities, people and projects.





**2nd Place**

## Emily Kiong Joon Yee

Singapore

Temasek Polytechnic | Singapore

Student | Apparel Design

Year of Birth: 2000 | ♀

### CONCEPT "The Human Condition"

Change oftentimes occurs to the subconscious mind when one is placed in a high pressure setting. In today's fast-paced society, every contributing person is expected to stay in his/her top form at all times. Where change is not welcomed in the system, it is unsurprising that people with emotional or mental conditions alter "what they look like" to fit what is expected of them, performing equally or even exceptionally well in their fields. These are individuals that have what we call, high functioning mental conditions.

High functioning mental conditions, more specifically, high functioning depression, is a rising issue. Individuals with high functioning depression condition themselves to feel and act a certain way when they interact with different people.

The Human Condition dives deep into the mind of an individual with high functioning depression, peeling off the layers as he/she is placed in different social, mental settings. How a person acts in front of acquaintances and strangers, in front of family and friends, when one is alone, when faced with his/her own mental turmoil and when he/she is at peace with his/her own being---these are settings that shifts and changes in not only the actions portrayed but also what happens in the person's mind. It is a collection meant to incite the change of views towards people with mental conditions, and at the same time show the cycle of complex changes in a person's mind.

### COVER LETTER

Emily is an apparel design student currently completing her final year in Temasek Polytechnic, Singapore. Her passion for design stemmed from majoring in Art in her Secondary school, where she got to experience various mediums, be it digital or hands-on. Having found a strong interest in hands-on work such as creating textures on artworks, constructing and hand stitching her own projects, she realised that fashion is her gateway towards further exploring these aspects and creating works that are even more significant. For her final Art Coursework, she translated her concept into a canvas painting. This time, through the FRANKfurtstyleaward, she translates her societal based concept into pieces of apparel to evoke a process of self-reflection and awareness, be it for the wearer or the audience.

Design Sketch





**3rd Place**

## Rachel Olivia Troost

South Africa

Elizabeth Galloway Academy of Fashion Design | South Africa

Student | Bachelor of Arts (Fashion Design)

Year of Birth: 2000 | ♀

### CONCEPT "War for earth"

War for sustainability

Armies should not be the only ones wearing functional and durable clothing. We need to start designing clothing that lasts. We need to use our war time skills for peace time pursuits. The war time attitude of 'make do and mend' should be applied to our modern fashion industry. We should be recycling materials rather than relying on our world's limited, non-renewable and unsustainable resources. Making clothing that isn't sustainable is selfish and short sighted and it needs to stop. We need to wage war against our industry's destructive nature. Change needs to come from within.

I have decided to use an old army tent to create a durable utility coat. The coat is inspired by the functional purpose of the tent as a protection from the weather as well as by its design details. It will have a two-piece collar and epaulets to pay homage to the tent's military past as well as utility pockets inspired by the tent's windows. The hem of the jacket will roll up to the knee mimicking a brailed tent and the tent's zipper will be used up the front of the garment. The coat will be worn over a matching set of knitted underwear made from scraps of yarn left over from making charity blankets.

The coat will be made from a khaki cotton tent canvas with brass hard wear. The knitted under garments and shoulder scarf will be made from a variety of different yarns.

### COVER LETTER

I am a 2nd year fashion design student. I come from a small town in South Africa. I grew up around sewing machines. The first thing I ever made was a top out of the off cuts from my granny's shortened trouser leg at the age of four. To me fashion shows who we are. It is an outward display of who we want to be or how we feel about ourselves. Not just the cut and cloth of our clothing but how we wear them, where we buy them, the quality of their construction and how ethically they are made all help to illustrate our individuality. Fashion is a powerful tool in communication and an important storytelling device, whether it be on a stage or screen or in real life. The FRANKfurtstyleawards would give me the opportunity to mingle with other young designers each with their own unique view of fashion and the fashion industry. The competition is a chance to measure myself against the world and see where I stand. This is my first design competition and I am excited for the opportunity.





**Outstanding Talent 2020**

**David Cohen**

Israel  
Shenkar College of Engineering and Design | Ramat Gan  
Student | Fashion Design  
Year of Birth: 1988 | ♂

**CONCEPT "ARS OVER JAVA"**

"ARS OVER JAVA" is a sportswear project. Ars is a Pejorative of the Israeli provincial man, equivalent to gangsta. Java, a common software language. In this project I felt like playing with social stigmas. My inspirations mix two prominent Israeli social representations on opposite sides of the map, breeding a dialog between where I come from and who I am today. As a Tech developer the sewing patterns & prints are designed solely with computer software. I named the coat "The Blue Screen of Death" after the commonly known computer crash and incorporated it into the gangsta's look and feel. I matched the hat with features of what used to be my favorite Israeli Soccer team and is controlled today by right-winged extremists. Pixelating the team symbol under an "ERROR 404" which means "Page Not Found", is my way of criticizing the fascist ways of the group. The Jumpsuit - "Bibi", jewelled with laser-cut Gourmette & leopard digital print shaped out of code lines, represents the endless loop of election days and votes for "Bibi" - Israel's prime minister. Israel has recently held its 3rd election round within the past year. This is my protest opposing Israeli elitists, accusing those who think differently for mindlessly voting Bibi. I am an ARS OVER JAVA and this collection is my own private revolution.

**COVER LETTER**

I am David Cohen, 32yo, from Tel-Aviv, Israel. I got my BA in Economics & Middle Eastern History, followed by an MBA. I am a software engineer in a tech company called Culture-Trip. Above all these, I am a third-year Fashion student in Shenkar College. Fashion for me is a channel of self expression, just like a canvas. My dream is to see people wearing my designs. Just writing this brings up a lot of emotion. I come from a family of little means, from the suburbs of the Israeli society. As a child, my mom always pushed us towards earning education. After living by other's measures of success, I decided to live up to mine, and so 3 years ago I began studying Fashion in Shenkar. For me self-revolution and evolution are the essence of "Benefits of Change". I am very excited to take part in FRANKfurtstyleaward. After making it to the last year's final, It will be my second time competing with my art and heart and I am super eager and will be very honored to participate again this year.



The Outfit with the Blue Screen of Death Coat on



Fashion Drawing of the final design



The Bibi Jumpsuit