

PRESS – INFORMATION

Newcomer Designer Tara Katarina (14) from Serbia receives “Special Award for young Talents” awarded by “DAS Handwerk”

Roland Thießen, CEO of the Tailor Guild and Jury Member of FRANKfurtstyleaward supports the young designer

Frankfurt, June 29, 2021 – As part of the **FRANKfurtstyleaward Special Edition 2021**, which will July 3 to 7, 2021 with a Fashion Weekend with fashion shows, showroom and a Fashion Art & Gourmet Festival, the **“Special Award for young Talents”** will be awarded by **“DAS Handwerk”**.

For the youngest of all applicants to the International Talent Contest FRANKfurtstyleaward, the intended motto for 2022 – **Windows of the New World** – is already true today at the first Frankfurt Fashion Week. Thus, for Tara Katarina (14), newcomer designer from Serbia, not only the wish to make her debut with her latest collection "Butterfly – Save the Beauty" in Frankfurt comes true, but it also opens new doors for her future.

At the **Kunstverein Familie Montez** (on July 3, 2021) and on the stage of the **Frankfurt Fashion Lounge** at Opernplatz (on July 7, 2021), Tara Katarina will stage her talent with the Frankfurt new faces of the EastWest Model Agency and the make-up artists of the Famous Face Academy. For this special achievement, the young Serbian will receive a **"Special Award for young Talents"** from **"DAS Handwerk"**, with which she will be supported by the tailor guild as part of the system of professional training in the regional craft sector.

"The exceptional talent and mission behind the collection's title is extremely remarkable," emphasizes Roland Thiessen, CEO of the tailors' guild, who has been involved in the FRANKfurtstyleaward jury for years. "The potential of this young lady is obvious and should be encouraged. Therefore, the tailor guild will give her in-depth insights into the work of the tailor craft." Accompanied by her mother, Tara Katarina's stay in FrankfurtRhineMain and participation in Frankfurt Fashion Week will be a lasting memory on her career path.

FRANKfurtstyleaward Special Project 2021

Thus, under the motto "Art in Fashion", fashion shows with and for the "Heroes of Tomorrow" will take place at the **Kunstverein Familie Montez** on July 3, 2021, presenting, the winners of the FRANKfurtstyleaward from 2019/2020. On July 4, 2021, the renowned **Hotel KRONE ASSMANNSHAUSEN** will host the Fashion Art & Gourmet Festival: an all-day experience and festival for all senses: international designer show, opportunity to buy from the collection, delicacies from the buffet and live music at the after show party. The final highlight of the FRANKfurtstyleaward Special Edition 2021 is the Fashion Show "Heroes of Tomorrow" on July 7, 2021 at the opening of the **Frankfurt Fashion Lounge** Open Air Crosswalk at Alte Oper, Opernplatz.

„I am very happy that in the meantime the head of the city council of Frankfurt, Mrs. Hilime Arslaner-Gölbasi, has confirmed her participation in our event ‘Art in Fashion’ next Saturday“, says Hannemie Stitz-Krämer, CEO & Founder of the International Talent Contest for Fashion & Design, established in Frankfurt since 2008. „I am all the more grateful that under the Patronage of the City of Frankfurt/Main with Lord Mayor Peter Feldmann and the new head of the city council, Mrs. Hilime Arslaner-Gölbasi, we were able to plan a FRANKfurtstyleaward Special Edition 2021 with caution and confidence this year. It is our objective to prove that Frankfurt has a great infrastructure to offer – as a fashion metropolis, for the fashion industry and furthermore, as a springboard for the next generation of young professionals in fashion and design.“

The Program of the FRANKfurtstyleaward Special Edition 2021 in detail:

Saturday, July 3, 2021, 5.00 p.m. to 9.30 p.m. –

Kunstverein Familie Montez hosts FRANKfurtstyleaward „Kunst in Mode“

Fashion shows with and for the "Heroes of Tomorrow" from Israel, Ukraine, Switzerland, Senegal and Germany (winners from 2019/2020), world premiere of the Haute Couture Collection "Butterfly" - Save the Beauty" with the concept of the 14-year-old, multiple award-winning fashion designer Tara Katarina from Serbia. For the exceptional talent, who has applied for the next FRANKfurtstyleaward 2022 and chosen the Frankfurt Fashion Week as her career springboard, a special appreciation and award by "Das Handwerk" of the Chamber of Crafts Frankfurt-Rhein-Main is waiting, presented by Roland Thiessen, President of the Guild of Tailors.

They "Heroes of Tomorrow" will be staged and framed in a Show Program of the partners and couture experts of the FRANKfurtstyleaward Jury **Berkan Design, Degenring Couture, Iosoy, Marco Marcu Fashion Design, Rama Diaw Fashion**. The event will be supported by many other partners of the FRANKfurtstyleaward: Marco Marcu and Kevin Oaks will be responsible for the choreography and staging of the fashion show, Presenter will be Anke Seeling. The designers' collections will be shown by "New Faces" EastWest models, perfectly styled by students of Famous Face Academy. Last, but not least, the guests will be spoiled with a catering by Hotel KRONE ASSMANNSHAUSEN and DJ Kenny will entertain with his best repertoire.

Participation in this event costs 75.00 Euros per person. Tickets can be purchased at the Keyvent [Ticket shop](#).

Sunday, July 4, 2021, 2.00 p.m. to 9.30 pm. – KRONE Fashion & Art Gourmet Festival

FRANKfurtstyleaward International Newcomers sponsored by Hotel KRONE ASSMANNSHAUSEN, one of the first 5-star hotels in Germany and the second oldest Grand Hotel in Europe. An all-day festival for all senses: international designer show, shopping in the historic hotel showroom directly from the designers' collections, delicacies from the buffet and live music for the After Show Party.

Under the auspices of Berkan Design, the premieres and FRANKfurtstyleaward Special Selection for Frankfurt Fashion Week 2021 will be celebrated. In addition to creations by Berkan Design, designers Mahi Degenring from Cologne, Rama Diaw from Senegal and Barbara Weigand from Munich will present their labels. The "Heroes of Tomorrow" are invited to show their collections: Joanna Atemnkeng from Germany, Tara Katarina from Serbia, Anna Kostochka from Ukraine, Eugenia Meinyk from Great Britain, Ndery Ndao from Senegal and Silvi Rutz from Switzerland.

The KRONE Fashion & Art Gourmet Festival will offer Gourmet and Wine Specialties as well as an After Show Party. Information regarding participation and costs for this fashion event can be found on the website of Hotel KRONE ASSMANNSHAUSEN at www.hotel-krone.com.

Wednesday, July 7, 2021, 12.45 p.m. to 1.00 p.m. –

FRANKfurtstyleaward @ FRANKFURT FASHION LOUNGE

The Grand Finale of the FRANKfurtstyleaward Special Edition 2021 will be the Opening of the Frankfurt Fashion Lounge by the Patron, Lord Mayor Peter Feldmann. The Fashion Show "Heroes of Tomorrow" and the Premiere of the "Butterfly Collection - Save the Beauty" by Tara Katarina (14) presented by the New Faces of EastWest Models and styled by Famous Face Academy will become the memorable highlight for the career of the young designers.

Information regarding participation and costs can be found on the Frankfurt Fashion Lounge website at www.frankfurtfashionlounge.de.

FRANKfurtstyleaward - International Talent Contest in Fashion & Design:

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 through previous and longterm 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 the TOP60 fashion designers of tomorrow present their designs to an international b-to-b and b-to-c audience.

Further Information, Interviews, Photo Material:

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