

PRESS – INFORMATION

„Fashion with a Mission“

The FRANKfurtstyleaward presents

2nd Special Edition as part of the Frankfurt Fashion Lounge

Frankfurt, January 18, 2022 – At the invitation of Sevinc Yerly, the initiator of the Frankfurt Fashion Lounge, and sponsored by the Frankfurt-Rhein-Main Business Initiative, the 2nd Special Edition of the FRANKfurtstyleaward will take place at Frankfurt Fashion Week 2022 under the motto "Fashion with a Mission". On January 18, 2022 at 12:00 pm, outstanding talents from previous years will present their collections. They are all winners of the international young talent competition for fashion & design and have since successfully founded and expanded their designer brands.

"The FRANKfurtstyleaward has been making history in promoting young talent in fashion & design since 2008. In its 2nd Special Edition, three successful designers present themselves with their established labels. They started their careers on the stages of the international competition in Frankfurt," explains Hannemie Stitz-Krämer, initiator and organizer of the FRANKfurtstyleaward when welcoming the guests of the Opening Runway of the Frankfurt Fashion Lounge, the majority of whom are friends and supporters of the Frankfurt young designers project. She expressly thanked the initiator Sevinc Yerli and her long-time supporters, partners and companions Sevgi Schäfer and Carlos Streil. They made possible the opening of the shows with 21 models of the EastWest Model Agency and the fascinating styling of the Famous Face Agency.

The FRANKfurtstyleaward show "Fashion with a Mission" presents seven models each from:

- **Silwi Rutz** – the Swiss lives in Konstanz and won the FRANKfurtstyleaward 2019 with her design concept "We reap what we sow" in the category "Earth" as a fashion student of the fashion school Kehrer in Stuttgart. Sustainability and individuality continue to play a major role in her 2022 Prêt-a-Porter collection "Don't Lockdown Your Heart". The show poster and the title of the runway show "Fashion with a Mission" were created by her.
- **Alexandra Fuks** – the Frankfurt-based designer, who hails from Kazakhstan, won the FRANKfurtstyleaward in 2015. She launched her eponymous label in 2016 and shows her uniquely crafted and artistic leather creations "Amazone". For the modern warrior who appears not only fierce, but very feminine and elegant. She combines soft materials and fabrics with leather and hard metal in contrasting colors.
- **Anastasia Liebe** – the Frankfurt native from Aschaffenburg with a Russian background is an award-winning couture designer specializing in the creation of special gala and bridal gowns. Her success story started with the award "Outstanding Talent" of the FRANKfurtstyleaward 2015. After that she founded her label "Anastasia Liebe Couture". Since 2019, she has been an honorary jury member of the young talent competition. Her show of exclusive "Romantic Bridal & Gala Couture" glamorously rounds off the "Fashion with a Mission" show on the runway at the Sofitel Frankfurt Opera.

"With this second talent show, the FRANKfurtstyleaward demonstrates its invaluable potential as a career springboard for exceptional designers as well as a talent exchange that makes innovative ideas, creativity and outstanding creative achievement visible," emphasizes Hannemie Stitz-Krämer.

"Under the patronage of the City of Frankfurt, a sustainable institution has been created in more than a decade, which annually challenges more than 1,000 fashion schools worldwide, their students and alumni to deal with socially relevant and "Zeitgeist" topics with its calls for entries, thus providing impulses for the fashion industry."

Since 2008, the FRANKfurtstyleaward has been a flagship project for fashion in the FrankfurtRhineMain metropolitan region. The planned 13th International Call for Entries of the FRANKfurtstyleaward 2022 with the motto "Windows of the New World" under the patronage of City Council President Hilime Arslaner-Gölbasi and Lord Mayor Peter Feldmann has been postponed and will wait for the next Frankfurt Fashion Week in July.

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, interview and/or photo requests:

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