techtextil   texprocess

Press

Techtextil, International Trade Fair for Technical Textiles and Nonwovens
Texprocess, Leading International Trade Fair for Processing Textile and
Flexible Materials

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Julia Gross-Müller wins the Innovative Apparel Public Award

**Innovative Apparel Show a magnet for visitors during Techtextil
and Texprocess 2017**

Julia Gross-Müller (left) won the 1st Prize of the Innovative Apparel Public Award with her 'World Folklore'
model (middle). Photo: Pietro Sutera

Julia Gross-Müller of Hochschule Trier won the first prize of the
Innovative Apparel Public Award. Entitled 'World Folklore', her model
was chosen as the visitors' favourite at the Innovative Apparel Show
during Techtextil and Texprocess 2017. The second prize went to
Portugal, to Mariana Almeida of ESAD College of Art and Design. The
winner of the third prize was Eleonara Beni of Accademia Italiana in
Florence.

The award-winning projects were chosen by the visitors of the two
leading international trade fairs who, during the first three days, had the
chance to vote for the models they liked the best using an app or at the
catwalk. The winners were presented with cash prizes totalling € 3,000.

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'Momentum 1' was the name of the model by Mariana Almeida from Portugal, which received two awards. Photo: Pietro Sutera.

The Innovative Apparel Show during Techtextil and Texprocess presents new garment textiles and innovative processing technologies in the form of a fashion show. With live shows twice a day, visitors had the chance to see visionary fashion designs, made of technical textiles and produced using modern processing technologies, by students of four international design universities. This year, the universities were Esmod from Paris, ESAD College of Art and Design from Portugal, Accademia Italiana, Florence, and Hochschule Trier.

The TextilWirtschaft media brand supported the awards ceremony with a special award, the TextilWirtschaft Public Award. In this case, visitors were asked to vote via Facebook for their favourite from eight models pre-selected by a jury. The winner of this award was also Mariana Almeida.

The winners:

Innovative Apparel Public Award	1st Prize	Julia Gross-Müller, Hochschule Trier
Innovative Apparel Public Award	2nd Prize	Mariana Almeida, ESAD College of Art and Design
Innovative Apparel Public Award	3rd Prize	Eleonara Beni, Accademia Italiana
TextilWirtschaft Public Award		Mariana Almeida, ESAD College of Art and Design

Note for journalists
You will find high-resolution photographs at:
http://www.messefrankfurt.com/frankfurt/de/media/textiletechnologies/techtextil/frankfurt/foto_audio_video/techtextil-2017/events.html

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Further information on the company can be found at: www.messefrankfurt.com