



PRESS RELEASE

FRANKfurtstyleaward 2019 – Heimat 4.0 is the motto

The 11th Call is addressed to around 1,000 fashion schools, their students, master classes and alumni all over the world

Frankfurt/Kronberg, 03. December 2018 – The FRANKfurtstyleaward goes into its next round in 2019 with the guiding theme HEIMAT 4.0. It is devoted to the homeland of the multicultural platform of the international talent contest and its main sponsors, longstanding partners and friends from the metropolitan region Frankfurt/RheinMain.

Save the Date: Final/Fashion Shows and Award Ceremony at Tendence Messe Frankfurt, June 29 2019

“With the **2019 FRANKfurtstyleaward** we are focusing on an omnipresent topic which affects all of us: HEIMAT (home, homeland) – it’s time for a Heimat 4.0 and it is now open as a fashion(able) market place,” says Hannemie Stitz-Krämer, Founder of the AWARDS for Fashion and Design by now renowned throughout the world. “It will take the best 60 young designers with their creative and cultural statements to Frankfurt to conquer with the TOP60 COLLECTION “HEIMAT 4.0” the international world of fashion”.

The 11th Call of the FRANKfurtstyleaward, which will run from 1 December 2018, will redefine the topic of “Heimat” and invites young, upcoming fashion designers to provide this term with a new set of clothes – literally speaking. On 29 June 2019 the final will take place with fashion shows and an award ceremony at the **Tendence**, the international consumer goods fair of Messe Frankfurt.

Frankfurt is the home of the FRANKfurtstyleaward. The joint patronage of the City of Frankfurt together with Fraport AG and Messe Frankfurt has turned this contest into a highly acclaimed international talent contest for fashion and design.

After a creative pause, the 2019 contest has been reinvented and taken to the next level.

New Jury Members

Next year there will be five new members of the jury. These include the haute couture designer and Berlin fashion award winner **Mahi Degenring** as well as **Christine Fehrenbach**, keynote speaker on fashion, innovation and sustainability and brand concept expert; **Detlev Wildermuth**, Director of the European School of Design and **Elmar Schüller**, innovation, design and business expert (“red dot design award”). **Anastasia Liebe**, a young upcoming designer from Wiesbaden has already been part of the success story of the FRANKfurtstyleaward as 2015 winner and is now in the line-up of the jury members.

New Group of Applicants

For the first time participation is subdivided into three levels: STUDENTS, MASTER CLASS and NEWCOMERS. What was reserved during the past 10 years merely to fashion students, will be extended by general request by the levels Master Students and Newcomers with an own label, ie including alumni and finalists of past FRANKfurtstyleawards (age limit: 35 years). The shows of the 20 TOP-Designs from the three categories in the final at Tendence will be staged on 29 June 2019 on the market places: “Urban”, “Adventure” and “Earth”. They will be followed by an AWARD ceremony with the finalists of the contest and guests from the worlds of fashion, design, industry, culture and society.

New: Guest Countries from Africa

Fashion from the African continent is at present more than a rising star – we are looking forward to impulses and inspiration from our guest countries and outstanding fashion designers who preserve their cultural heritage and make it sustainable and viable for the future.

International Brand Ambassador for the 2019 FRANKfurtstyleaward

The official ambassador is the international music star Cindy Gomez from Canada. Her appearance at the opening ceremony of the Winter Olympics in Calgary and the music video “Legendary” are world-famous. As a music star, actress, model and designer, she is thrilled by the vision of the FRANKfurtstyleaward and devotes her appearance at the award gala as ambassador to the young talents:

“Hello Frankfurt, it's an honour and a pleasure for me to become the ambassador of the FRANKfurtstyleaward and it's wonderful to know that this unique International Talent Contest “made in Frankfurt” is supporting young talents. I love the 2019 FRANKfurtstyleaward's theme: "HEIMAT 4.0". Our roots, origin and culture creates part of our identity and shapes how we perceive the world and no matter where we are or what we do, a little piece of home always remains with us”.

International Roadshow

With the TOP60 COLLECTION "HEIMAT 4.0" the FRANKfurtstylaward Roadshow will go on a world tour from July 2019 onwards. Planned stations are Berlin (NEONYT), Paris, (Texworld, Apparel Sourcing, Avantex, Leather World) and Fashion Weeks in the fashion metropolises.

The final highlights will be the show at THE ARTS+ Culture Festival at the 2019 Frankfurt Book Fair and a FRANKfurtstyleaward City Event in Frankfurt am Main in November.

About the FRANKfurtstyleaward – International talent contest for fashion and design:

The FRANKfurtstyleaward (www.frankfurtstylaward.com) is one of the leading international talent contests in the fields of fashion and design and represents a sustainable talent and career platform which supports innovative ideas, creativity and outstanding creative achievements. In the metropolitan region of FrankfurtRheinMain the international talent contest has become a beacon project which has placed the topic of fashion back on the agenda. With the FRANKfurtstyleaward, FrankfurtRheinMain and Hessen become once a year the centre for the best fashion and design schools from all over the world under the patronage of the City of Frankfurt and with the support of the main sponsors Frankfurt Economic Development Board, Messe Frankfurt, Fraport AG, FrankfurtRheinMain GmbH International and Wirtschaftsinitiative Frankfurt RheinMain, when the TOP60 fashion designers of tomorrow present their designs in front of an international audience. Record breaking numbers of participants, a growing pool of international applicants and the extension of the FRANKfurtstyleaward network of international fashion design schools are the result of the successful establishment of the contest.

Further information:

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