



**FRANKFURT STYLE AWARD**  
**CALL FOR ENTRY**

**Patronage**\_City Frankfurt am Main

**Host**\_Messe Frankfurt TENDENCE

**Guest Countries**\_from Africa

**Final Shows & Award Ceremony**\_June 29, 2018

**Application Deadline**\_February 28, 2019

find out more\_[www.frankfurtstyleaward.com](http://www.frankfurtstyleaward.com)



*Heimat* (home, homeland). Everybody knows the term. It is immortal. We are longing for *Heimat*. *Heimat* is more than a place. A feeling. A memory.

But we also know that we need to redefine *Heimat*. More people call more than one *Heimat* their own. Borders disintegrate. Cultures mingle. We learn from one another, but we do not want to lose our own *Heimat*. The climate change makes us aware that the earth is the *Heimat* of all of us.

The time is ripe for a **HEIMAT 4.0**.

HEIMAT 4.0 is the motto of the FRANKfurtstyleaward 2019. We invite you to provide the term with a new set of clothes. Fashion reflects “HEIMAT”. But what does the reflection show? Do we have to revolutionize “HEIMAT”? Or do we have to return to our roots?

“Heimat” as a fashion(able) market place is now opened. Show us how fashion translates “Heimat”. Affirmatively or surprisingly? What can fashion tell us about “HEIMAT”? In business, in daily life and in many different lifestyles – from URBAN via ADVENTURE to EARTH?

#### **CALL FOR ENTRY 2019**

Der FRANKfurtstyleaward invites young fashion design talents worldwide on the levels of “Students”, “Master Class” and “Newcomers” to submit their creative ideas in line with the motto HEIMAT 4.0. Applications can be submitted online from December 1, 2018 until February 28, 2019 on [www.frankfurtstyleaward.com](http://www.frankfurtstyleaward.com).

## APPLICATION GUIDELINES 2019



### PARTICIPATION REQUIREMENTS

The FRANKfurtstyleaward 2019 is open for three levels:

1. **STUDENTS:** Students who are enrolled at international fashion & design schools
2. **MASTER CLASS:** Master students
3. **NEWCOMER:** Newcomer/Alumni with own label, finalists of past FRANKfurtstyleawards (age limit: 35)

Please enclose the following documents with your application:

1. STUDENTS: enrollment certificate of school / university / institute
2. MASTERCLASS: Diploma, certificate, Bachelor
3. NEWCOMER: fashion label and awards (e.g. finalist FRANKfurtstyleaward / Alumni)

Creations that have already been submitted for another non-school or college competition are not permitted.



### PORTFOLIO

**Cover letter:** Brief text providing information about yourself, your passion for fashion and interest in the FRANKfurtstyleaward. Please make your choice for your favorite lifestyle (URBAN, ADVENTURE, EARTH) (max 1000 characters incl. blank spaces and a portrait photo).

**Concept:** An interpretation of the guiding theme and presentation of your selection of cuts, fabrics and colors (max. 1500 characters incl. blank spaces).

**Design Sketch:** The visual presentation of your concept. The sketch of your idea is decisive for your later garment (max. 1 DIN A4 page).

**Sizing:** Finished garments should be in the following sizes: Women - GER 36/FR 38/IT 42/INT S; Men – GER 50/FR 52/IT 56/INT M



### APPLICATION

All application materials must be submitted in English online by February 28, 2018 at [www.frankfurtstyleaward.com](http://www.frankfurtstyleaward.com)

The application form is available under [www.frankfurtstyleaward.com](http://www.frankfurtstyleaward.com) where you can submit your personal information, the cover letter and concept.

Upload your sketch, your photo and enrollment certificate as a JPG file in the provided form on the page (max. upload size: 5 MB).

Please name all files after the following pattern: LEVEL\_LAST NAME\_FIRST NAME



### EVALUATION FOR THE FINAL

A jury of experts will evaluate the submitted applications. In the first round of voting, the jurors will assess the concept and design sketch. Points will awarded for originality of ideas, the color concept, the selection of materials as well as the creative interpretation.

In the final round, the focus will primarily be on the manifestation of the concept. The most important factors are the technical ability, quality of the craftsmanship, wearability and the overall impression.

In 2019, special attention will be paid to innovative materials and technologies that consider the conservation of our environment as well as the values of our "HEIMAT".

The decision of the jury is final and may not be legally challenged.

The organizers of the contest reserve the right to exclude models from the evaluation that are not presentable.



### COSTS

The participation in the contest is fee-based. The application fee is 119 EUR (incl. 19% German VAT).

Participants bear the costs for making and shipping the finished designs. The organizers are not liable for any damaged or lost items.

You will be given detailed information about avoiding customs fees in due time. The organizers reserve the right to not accept shipping with custom fees and to exclude the participant from the contest.

The organizer covers accommodation on the night of the award ceremony as well as free tickets for the international trade show TENDENCE on June 29, 2019 in Frankfurt/Main.



### AWARD CEREMONY

A total of 60 finalists will be nominated (20 participants per LEVEL).

All nominees will receive an invitation to the FRANKfurtstyleaward award ceremony. Attendance is preferred.

A total of 10 prizes worth up to 100,000 EUR will be awarded including FRANK®-THE TROPHY, scholarships, attractive non-cash prizes and internships.

Please find further information about the prizes at [www.frankfurtstyleaward.com](http://www.frankfurtstyleaward.com)