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Press Release

February 7th, 2010

European Fashion Award – Fash 2010

Stiftung der Deutschen Bekleidungsindustrie – SDBI

Where does privacy begin, where does it end? Who knows me, who recognizes me, who controls me? Thanks to digitalization the borders between private and public life are disappearing. Omnipotence is followed by a feeling of powerlessness, angst, and assimilation anxiety. The desire for security, shelter and safety, intimacy, identity and authenticity increases. Can fashion act as a retreat?

This year's competition for the **European Fashion Award – FASH 2010** was entitled "Privacy" and searched for designs dealing with this area of tension. The competition is an annual event held by the Stiftung der Deutschen Bekleidungsindustrie (German Fashion Industry Foundation – SDBI).

A jury consisting of design, industry, marketing and media experts selected the winners from 63 participants from nine countries according to predetermined criteria.

The award presentation was held on February 7th, 2010, during the international trade fair for sports equipment and sports fashion, ispo, in Munich.

1st Prize was awarded to **Michael Court** (4th Semester, Hochschule für Künste Bremen / University of the Arts Bremen) for his collection "The Strength of Silence". His men's and women's designs offer pure, inner calm thanks to their voluminous shapes. The quality of all elements – perception, concept, design, tailoring, illustration, language – is absolutely exceptional. "Michael Court accomplished something very rare these days: serious, yet natural-appearing fashion," commented jury member Ivonne Fehn (Fashion Director Süddeutsche Zeitung Magazin) at the award presentation.

Birgit Brockbals (Bachelor, Akademie Mode & Design / Academy for Fashion & Design, Hamburg) won **2nd Prize** with her womenswear collection “internal = external”. Her final project shatters the borders between intimacy and public life, between what we truly are and what we pretend to be in public. “Birgit Brockbals impressed us with a compelling interplay of volume, body, and silhouette,” said SDBI Project Director and jury member Joachim Schirmacher.

A **3rd Prize** was awarded to both André Amorim and Marieke-Sophie Schmidt. **André Amorim** (8th Semester, Escola Superior de Artes Aplicadas de Castelo Branco, Portugal) found the inspiration for his womenswear collection in his grandmother’s closet. Jury member Marcel Herrig (Unicut Design Office, Shenzhen) praised his work: “André Amorim’s project “Hello, Grandma!” is gutsy, fresh, and exciting. **Marieke-Sophie Schmidt** (5th Semester, Hochschule für Künste Bremen / University of the Arts Bremen) created “Mimikry”, a womenswear collection with a public and private side. “Her young aesthetic fashion is relevant, modern, natural, and has a sense of humour,” said jury member Johan Buskqvist (Head of Design Adidas Originals).

Special Mention was awarded to **Selena Regenfelder** (Bachelor, Kunstuniversität Linz / Schloß Hetzendorf – University of the Arts Linz / Schloss Hetzendorf Vienna, Austria). Her designs entitled “Born to blaze” use fluorescent materials to set the wearer’s personality aglow. Tobias Gröber (Chairman SDBI): “The strength of this project is in its reduction.”

Prizes included cash totalling 10,000 Euro, as well as four fabric vouchers worth 4,500 Euro donated by the Swiss Textile Federation.

Renowned photographer Roderick Aichinger (Monocle, Musikexpress, Neon) provided the images of the award-winning designs for this year’s catalogue, created by Christof Nardin.

The list of award winners and prizes, a detailed description of the honoured projects, as well as jury statements are attached.

Members of the 2010 Jury:

Johan Buskqvist, Head of Design Adidas Originals, Herzogenaurach

Ivonne Fehn, Fashion Director Süddeutsche Zeitung Magazin, Munich

Marcel Herrig, Unicut Design Office, Shenzhen/China

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Joachim Schirmmacher, Büro für strategische Kommunikation (Agency for Strategic Communications),
Hamburg

The European Fashion Award FASH is an annual competition held by the Stiftung der Deutschen Bekleidungsindustrie (SDBI) since 2005. It targets especially talented design students from all areas of design studies beginning with the fourth semester. The foundation was launched in 1978 by fashion entrepreneur Klaus Steilmann. Its mission is the groundbreaking endorsement of new talent. In 2008 the German government, commerce and industry initiative “Germany – Land of Ideas” honoured the foundation in recognition of its charitable efforts.

All winning project portfolios are accessible to the public at the Lipperheidesche Kostümbibliothek in Berlin – the world’s largest library and graphics collection on the cultural history of fashion and apparel.

More information:

www.sdbi.de.

Press Contact

For more information, contact information for the award winners, and image materials, please contact:

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