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Plenty of celebrities on the red carpet at GQ Style Night presented by Porsche

- Close to 1,000 guests celebrated at the MVG Museum at the tenth GQ Style Night presented by Porsche
- The winners of the Global Sport & Style Awards 2009 are Converse, Deha, Girbaud Active, Hell is for Heroes, Peak Performance, and Scapegoat

“6 out of 50” – they hit the jackpot: at the presentation of the Global Sport & Style Awards 2009 on Monday night, the honorees included the top brands Converse (Best Streetstyle), Deha (Premium Sportstyle), Girbaud Active (Brand of the Year), Hell is for Heroes (Premium Winterstyle Fashion), Peak Performance (Premium Winterstyle Function), and Scapegoat (Newcomer of the Year) and their exclusive sportstyle outfits for the 2009/2010 winter season.

On February 2nd, 2009, together with long-time media partner Condé Nast Publishing and men’s magazine Gentlemen’s Quarterly, Messe München GmbH hosted the glamorous gala event for the tenth time. Close to 1,000 personalities from sports, fashion, music, and television gathered in the historical MVG Museum in Munich to celebrate the anniversary of the GQ Style Night, and to witness the presentation of the winners of ispo’s international sportstyle design competition.

In addition to the evening’s presenters, Marco Schreyll, top model Franziska Knuppe, advertising icon Verona Pooth, soul singer Jenniffer Kae, pro boxer Wladimir Klitschko, former Formula One driver David Coulthard, and hip hopper Thomas D, the celebrities on the red carpet included actors Uwe Ochsenknecht, Dominik Raacke, Winfried Frey, Wayne Carpendale, Pete Dwojak, as well as Katarina Jacob, Tamara Sedmak, Petra Frey, and Nicole Belster-Böttcher, moderators Gundis Zambo, Charlotte Engelhardt, and Alexandra Polzin, moderators Per Geisensetter and Frederic Meisner, comedian John Friedmann, wedding planner Frank Mattheé, TV judge Alexander Hold, gymnast Magdalena Brzeska, boxing promoter Klaus-Peter Kohl, as well as female pro boxers Alesia Graf, Susi Kentikian and Ina Menzer. VIPs in stunning evening wear glided across the carpet and braved the flashing cameras of more than 150 journalists and photographers.

Excitement, emotions, pride, and happiness were evident throughout the presentation. Celebrity presenters honored the following brands for the best outfits for the next winter season:



Premium Winterstyle Fashion

Winner: Hell is for Heroes, presented by soul singer Jenniffer Kae

Premium Winterstyle Function

Winner: Peak Performance, presented by former Formula One race car driver David Coulthard

Best Streetstyle

Winner: Converse, presented by hip-hop artist Thomas D

Premium Sportstyle

Winner: Deha, presented by top model Franziska Knuppe and pro boxer Wladimir Klitschko

Newcomer of the Year

Winner: Scapegoat, presented by actor Uwe Ochsenknecht

Brand of the Year

Winner: Girbaud Active, presented by advertising icon Verona Pooth

Following the award presentation athletic models showed off the latest outfits by isprovision exhibitors to the enthusiastic audience in a perfectly choreographed fashion show.

During the subsequent After-Show-Party the happy winners celebrated together with the who's who of the lifestyle, fashion, sports, and show business industry and many prominent guests until the early hours of the morning. A lot of attention was generated by the two Porsche 911 Carrera S Cabrio and 911 Turbo models exhibited in the party area. They were a popular photo spot for the evening. The casino area was also very well frequented. Among the guests at the roulette, Black Jack, and poker tables were hip hop artist Thomas D, gymnast Magdalena Brzeska, former soccer pro Thomas Brdaric, and model Giulia Siegel.

The final highlight of the evening was an exclusive transportation service for the gala guests. Automobile partner Porsche provided a fleet of elegant Porsche Cayennes for a safe and comfortable trip home.

We will be glad to provide complimentary image material upon request.

Contact for Journalist Inquires:

Helene Marinoff | Public Relations

Telephone: + 49 (0) 89 43 71 89 56

Fax: + 49 (0) 89 81 02 99 76

E-Mail: marinoff@ispo.com