



{ DESIGNER *for* } TOMORROW

by Peek & Cloppenburg
DÜSSELDORF

Press Release

Düsseldorf, July 3, 2009

Sam Frenzel is the new 'Designer for Tomorrow'

Today, a top class jury at the Mercedes-Benz Fashion Week Berlin nominated the winner of the "Designer for Tomorrow by Peek & Cloppenburg Düsseldorf" award. Sam Frenzel won out over 150 competitors with his exceptional collection 'nuit blanche'.

"At the finale of my first fashion show, I was so excited that I hardly could walk down the runway", explained Viktoria Strehle when she announced the jury's decision at the end of the show. And not only the designer was impressed by the skills and creativity of the up-and-coming talent. More than 650 guests and celebrities such as Bettina Zimmermann, Til Brönner, Bruno Eyron, Minh-Khai Phan-Thi, Nora von Waldstetten and Berlin's Mayor Klaus Wowereit were also very delighted with the young designer's fashion.

Altogether eight newcomers presented today at 4 p.m. a selection of five styles each. Dr. Adrian Kiehn, chief representative of Peek & Cloppenburg KG Düsseldorf: "The 'Designer for Tomorrow Award' stands for dreams, creative will and constructiveness – eight individual talents are on their way to shape our society, fashion- and aesthetic-wise."

Sam Frenzel, student of FHTW Berlin, can look forward to an individual sponsorship program by Peek & Cloppenburg KG Düsseldorf and prize money.

There are two independent Peek & Cloppenburg companies headquartered in Düsseldorf and Hamburg, respectively. This information is presented exclusively by Peek & Cloppenburg KG Düsseldorf, which runs stores in the following cities: Aschaffenburg, Augsburg, Bad Homburg, Bergisch Gladbach, Berlin, Bocholt, Cologne, Dessau, Dortmund, Düsseldorf, Duisburg, Erlangen, Eschweiler, Essen, Frankfurt, Gera, Gießen, Günthersdorf, Hagen, Halle, Hamm, Hanau, Hilden, Homburg, Hürth, Kaiserslautern, Karlsruhe, Koblenz, Leipzig, Leverkusen, Ludwigshafen, Lünen, Mainz, Mannheim, Mönchengladbach, Mülheim, Munich, Neu-Isenburg, Neunkirchen, Potsdam, Recklinghausen, Regensburg, Rosenheim, Saarbrücken, Saarlouis, Siegen, Solingen, Stuttgart, Sulzbach, Troisdorf, Ulm, Unna, Viernheim, Wiesbaden, Wildau, Wuppertal.



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Jury

Melissa Drier (German Correspondent Women's Wear Daily), **Marcus Luft** (Fashion Director Gala/Gala Style), **Dr. Adelheid Rasche** (Director of the collection Modebild - Lipperheidesche Kostümbibliothek), **Prof. Stephan Schneider** (Designer and Professor for fashion-design at the Universität der Künste, Berlin), **Viktoria Strehle** (Creative Director Strenesse Blue), **Annette Weber** (Head Editor InStyle), **Michael Werner** (Head Editor TextilWirtschaft), **Dr. Harald Wolf** (Mayor and Senator for economy, technology und women), **Virgile Bougueil** (Purchaser Peek & Cloppenburg KG Düsseldorf).

Music

Tama Sumo and Prosumer produced the music to the show, inspired by the designers' works.

Informationen about the Award

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