

PRESS RELEASE

Frankfurt celebrates fashion: AAAREA and FFW to launch first-off festival for the Frankfurt Fashion Week in January

Frankfurt/Main, November 22, 2021. **Vernissages, installations, hybrid fashion formats, COVID-compliant: Eleven creative agencies from Frankfurt will turn the city itself into a fashion experience during the Frankfurt Fashion Week (FFW) in January. AAAREA is the name of the new festival accompanying the first physical FFW from January 17 to 21, 2022. Frankfurt celebrates fashion – fashion in all its aspects and at a variety of locations: on Level B of the Hauptwache, in the Massif Central, the Jumeirah Frankfurt and Hilton Frankfurt hotels, and at other sites and spaces throughout the city.**

The festival for the Fashion Week will turn the city into an international platform for the fashion industry and local players – with fashion happenings in the form of exhibitions, installations, dinners, and receptions. AAAREA stands for the eleven Frankfurt creative agencies who have got together at the initiative of Messe Frankfurt, the organizers of the FFW. “With AAAREA, we are creating encounters, experiments, scope for experiences, and interdisciplinary discourse. And everyone can be part of things – front row,” explains Lorenzo Bizzi. Together with the eleven AAAREA agencies, Bizzi and his fellow managing partners Florian Joeckel and Claus Fischer have put together a fashion-based, COVID-compliant program for the start of the festival. “The aim is that the Frankfurt Fashion Week should be a happening for everyone. That was our concept from the very outset. Fashion is versatile. Fashion is inspiration. And fashion is fun. That’s what we’ll be demonstrating during the Frankfurt Fashion Week. In showrooms, galleries, bars, restaurants, and clubs – throughout the entire city. This will be unique,” says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.

“RUNWAY Level B(eautiful)”

Fashion photographs will grace 35 pillars on Level B beneath the Frankfurt Hauptwache. “This space does not exactly have a reputation as a fashion show location, but we are turning it into a runway for FFW,” Stefan Weil, managing partner of Atelier Markgraph, points out. More than 555 pictures by international photographers were vetted in advance in cooperation with the Professional Association of Freelance Photographers and Film Creators (BFF). The artists had applied to the BFF in the spring, seeking to take part in the “RUNWAY” project. A jury selected 71 creations by 25 photographers from amongst the submissions, and these will be on display from January 11 to February 10, 2022 on Level B of the Hauptwache. “In doing so, we are, as it were, creating a walk-in fashion magazine, a runway right at the heart of the city center,” describes BFF board spokesperson Alexandra Lechner who, together with Atelier Markgraph, is implementing the exhibition on behalf of AAAREA. The special location and the pillars were made available for the exceptional exhibition by the Frankfurt transport company VGF as part of their cooperation with AAAREA. The show will be freely accessible around the clock for all passers-by.

“Helmut Fricke FASHION”: fashion photography in Frankfurt city center

Works by Frankfurt photographer Helmut Fricke will be on display in the city center for the duration of the FFW with the title “Helmut Fricke FASHION”. One of the exhibition spaces is the Massif Central, Eschersheimer Landstraße 28. Pictures from throughout Fricke’s 40 years in the profession will be on show. From Milan to New York to Paris, Helmut Fricke has shot photos for the Frankfurter Allgemeine Zeitung on all the catwalks of the world. He has taken photos of models such as Claudia Schiffer or Naomi Campbell and music stars such as Lady Gaga or Campino for articles in renowned newspapers and magazines in Germany and the USA. “Fricke’s photo archive is overwhelming. What captivated me was not only the quality of the images, but also the way in which there was a story – droll or humorous – behind every single motif. We are delighted that we are able to exhibit Helmut Fricke’s oeuvre on such a large scale in the whole of Frankfurt and digitally as well,” emphasizes Florian Joeckel who, on behalf of AAAREA, will be presenting the exhibition in the Massif Central from January 17 to February 27, 2022 together with guilty76 triple A, Massif Central and Amtraq Distribution. Other spaces across the city will also be displaying Fricke’s photography – the locations will be announced in good time. The AAAREA Magazine will present the retrospective online.

“Young Talents Pop Up Ateliers by Jumeirah Frankfurt”

Supporting up-and-coming fashion labels and watching designers at work first-hand: These are things visitors to the Jumeirah Frankfurt hotel – an official partner of the AAAREA festival and of Messe Frankfurt – can do from January 16 to 18, 2022. As part of its FCG FRANKFURT STAGE project, the Fashion Council Germany (FCG e. V.), which promotes German fashion design as a cultural and economic asset and encourages young design talent from Germany, is assigning pop-up spaces in the Jumeirah Frankfurt in cooperation with AAAREA and Messe Frankfurt. Outlining the joint project, Florian Joeckel comments, “The brands can prepare themselves there for their runway show scheduled to take place during the FFW. In these ‘pop-up ateliers’, visitors will gain exclusive access to and insights into the designers’ work processes, and they can purchase articles from the latest collections – skyline panorama included.” Starting January 16, visitors will be able – in small, COVID-compliant groups – to take a look inside the pop-up ateliers. Registration and further information will be announced in good time on aaarea.com.

“Hilton Closing Reception”

On the day before last of the FFW, the foyer of the Hilton Frankfurt will be transformed into a compact gallery with fashion images by the Frankfurt photographer Helmut Fricke. “We have succeeded in securing the music producer Shantel as special guest for a ‘Bucovina Club Fashion Deluxe’, and so the stage is set at the Hilton Frankfurt to host a maximum of 175 guests,” explains Florian Joeckel, who is organizing the closing reception on behalf of AAAREA and in cooperation with the Hilton Frankfurt. AAAREA will be raffling the bulk of the tickets via various channels, “so that everyone has the chance to enjoy the experience of admiring these exceptional photographs,” Joeckel adds. “I am extremely glad that we are able to use this joint project to play our part in adding something of a hands-on feel to the Frankfurt Fashion Week in the city – albeit under extenuating circumstances,” Marc Snijders, General Manager of the Hilton Frankfurt, stresses. The event will take place on January 20 from 6:30 to 9:30 p.m. under the COVID conditions operative at that time.

“UNITED NATIONS OF FASHION”

In the district round about Frankfurt rail station too, fashion will be the order of the day during the FFW. Together with Nonot Studios, James Ardinast of IMA Clique will be presenting “United Nations of Fashion” on behalf of AAAREA. From January 18 to 20, events are planned at various locations, with culinary evenings as just one example. “Our aim behind ‘United Nations of Fashion’ is to attract the inhabitants of Frankfurt and everyone who visits the fashion exhibition more than ever before to this truly remarkable district,” Ardinast points out.

AAAREA Magazine

The world of fashion can also be experienced digitally and independently of the FFW dates: The online magazine at www.aaarea.com presents Frankfurt designers and artists from the fashion sector, providing insights into the huge diversity of their inspirations and their work. “We have a vast number of interesting and creative individuals in Frankfurt and the Rhine-Main region who are highly forward-looking with respect to observing and implementing sustainability in fashion. We aim to integrate these persons into our magazine and, prospectively, our events as well,” Claus Fischer, managing partner of AAAREA GmbH, explains.

AAAREA satellites

So-called “satellites” are also part of the AAAREA festival, in other words, activities that are hosted by other organizers and that are accepted as part of the AAAREA program. “AAAREA is not a stand-alone, instead it offers the opportunity for all creative persons to participate,” says Lorenzo Bizzi. Inquiries for the next AAAREA festival on the occasion of the FFW in summer 2022 can be submitted using the contact form on aaarea.com or by e-mail to: hello@aaarea.com. All AAAREA dates and events will be announced in good time on aaarea.com in advance of the Frankfurt Fashion Week.

FFW official side events

In addition, the Frankfurt Fashion Week is supporting a series of independent events that will be taking place at “off locations” in and around Frankfurt city in the week from January 17 to 21, 2022. Gastronomy, retail or hairstylist operations, galleries, museums, or music studios – diverse players thus have the opportunity to become “official side events” organizers and to play their part in shaping the Frankfurt Fashion Week. Anyone wishing to take part with an “official side event” can register here up until December 20, 2021: <https://frankfurt.fashion/en/official-side-event>. The full program for the Frankfurt Fashion Week including side events will be publicized on www.frankfurt.fashion.

About AAAREA GmbH:

AAAREA GmbH is an association of eleven creative agencies from Frankfurt am Main. Its objective is to activate Frankfurt and the region for particular topics and specific occasions, and to create a diverse and varied offer for the people. A wide range of experience events will actively involve various sites and places in the city – as physical, in-person offers, purely digitally, or both. The triple A stands for Access All Areas: An AAA Pass that can be freely purchased gives its holders access to all related sites or platforms.

The managing partners are Lorenzo Bizzi of Nordisk Büro, Claus Fischer of Voss+Fischer, and Florian Joeckel of guilty76 triple A und massif central. Co-partners are James Ardinast of Ima Clique, Amin Baghi of Esistfreitag, Steffen Ball of Ballcom Digital Public Relations, Madjid Djamegari of Lucille, Jesper Götsch of Jazzunique, Eklil Qani of Nonot Studios, Frank Lottermann of Nordisk Büro, Felix Neuland of Neulandherzer, and Stefan Weil of Atelier Markgraph.

www.aaarea.com

FRANKFURT FASHION WEEK

FFW is the instigator of a sustainable movement that aims to bring about the long-term transformation of the fashion world. Acting as a platform for industry visionaries and players, FFW intends to “Reform the Future” through tradeshows, conferences, showcases, local events and the digital FFW Studio. To achieve this, Frankfurt Fashion Week has evolved a unique ecosystem – the new place to be for the international fashion trade. Sustainability and digitisation are the key motifs on the FFW agenda. By working closely with international partners, FFW is seeking to embed the Sustainable Development Goals (SDGs) in the fashion industry. Four strong partners have joined together to actively champion this transformation: Messe Frankfurt, the world’s largest trade fair, congress and event organiser with its own exhibition grounds, and the Premium Group, organiser of Europe’s largest fashion fair, and the City of Frankfurt and the German state of Hesse as hosts.

www.frankfurt.fashion

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