

Porsche supports young designers

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13/07/2015 The L.O.B. Sophisticated Fashion Awards honour young, international designers for their outstanding ball gowns. Porsche supports such commitment.

This Monday, 22 German and Israeli applicants presented themselves and their creations to the scrutiny of a prominent jury in DRIVE, the new Volkswagen Group Forum in Berlin. In addition to the German fashion expert Boris Entrup and the TV presenter Annabelle Mandeng, the jury members also include Porsche designer Joachim Paetzel.

"I am really looking forward to this task. I know from personal experience that unmistakable design can only arise from passion and precision – whether in the automotive sector or in the fashion world. But, it is just as important to offer young designers a professional presentation platform and smooth out the first steps along their career path", said Paetzel, head of colour and material design at the Porsche Design Center in Weissach near Stuttgart.

Winner will receive an internship at Porsche Lizenz- und Handelsgesellschaft

The ten best gowns will be shown in a special fashion show in the evening at the Leipzig Opera Ball, an event hosted by Porsche for the third time in a row on October 31, 2015. The best submission will receive, in addition to prize money, an internship at Porsche Lizenz- und Handelsgesellschaft. "Talent alone is not sufficient for a successful career start in the fashion industry, business acumen is also essential. This internship offers a valuable look at company structures and processes", explained Joachim Paetzel.

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