

Take your needles, get set, go!



„Fifties“ is this year's theme of *Burda Style's* talent competition, which takes place for the fourth time

Burda Style's talent competition moves on to its fourth round: From now on, fans of sewing and do it yourself again have the chance to present their self-made outfits at talent.burdastyle.de, convince the community and the expert jury and compete for the title of *Burda Style* talent 2018.

Back to the Fifties!

The motto of this year's talent competition, "Fifties", was chosen in honor of Aenne Burda, whose life is portrayed in the two-part movie „Aenne Burda – Die Wirtschaftswunderfrau“, which is set in the 1950s and will be broadcast on television in the fall. Swinging circle skirts, cool rockabilly looks, elegant tea gowns – participants will be able to give free rein to their passion for design in terms of shapes, colors and materials. Readers can get inspired at burdastyle.de/fifties.

Talent from all over Europe

What is new this year is that talent from the whole of Europe can take part. "Licensees of *Burda Style* from all over the world became aware of our contest and wished for it to be expanded internationally. We are pleased to test the talent competition across Europe for

the first time this year and reach an even bigger audience”, says Christina Kemper, director of marketing & media at *Burda Style*. “Participating countries range from Spain and Portugal to Great Britain and Russia.” In the past three years, the numbers of participants and the voting numbers of *Burda Style*’s talent competition have risen continuously. The *Burda Style* team wants to further pursue this trend by expanding the competition to include other European countries. For the first time, it is possible to take part in English as well.

How it works

After having designed and sewn their outfit, applicants can upload pictures of their design at talent.burdastyle.de and explain why they, of all people, should become *Burda Style* talent 2018. Then they will need to get the creative community involved: social networks, friends and neighbors - every vote counts. There are four voting phases, during which the community votes for their five favorites every week. In addition, every week, an expert jury using a jury card votes for a sixth applicant who joins the finalists. The jury then chooses three finalists from the top 24, who will be able to exhibit their talent at a live challenge in Munich. The voting procedure starts on 23 April 2018.

More information at: <http://talent.burdastyle.de/>

by **Jacqueline Jais-Münch**

PR manager

Jacqueline.Jais-Muench@burda.com



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