



FASHION FUTURES 2 2009

FAD is a creative charity supporting young people to bridge the gap between education and the fashion industry.

FAD's Fashion Futures 2 (FF2) project provides 16-18 year olds with a fun and realistic insight into what it means to work in fashion. Over a course of workshops teenagers receive expert tuition from practicing designers and experienced tutors, to learn about the complete design process – from initial research and garment design to pattern cutting and constructing a finished toile.

Students also take part in an industry day, where they meet with fashion professionals and learn directly from their experiences. Each year the FF2 workshops end with a celebration and exhibition of the young designers work.





"I have picked up valuable skills which will stay with me for the rest of my life. I loved the course. I had the time of my life!"
 - Elizabeth Prince,
 Pendleton College,
 Salford



"The best thing for me about FFZ was meeting various people from the fashion industry - I was able to learn from their life and careers".
 - Eyle Zepherianite,
 City & Islington College,
 London

"I have learnt an amazing amount of new skills and I have achieved things I didn't think possible, I would definitely do this again."
 - Isabelle Bo Kay Wong,
 Bishop Challoner,
 London



"The trip to the V&A opened my eyes to a vast amount of culture. The tasks set on the research day really motivated me."
 - Omar Ali,
 Plumstead Manor,
 London



FF2 IN ACTION

2009 marks the fifth birthday of the FAD Fashion Futures 2 (FF2) project in London, and the exciting launch of FF2 Salford.

For the first time this year the project headed north, with thirty talented teenagers from Pendleton and Eccles Colleges attending an intensive week of fashion design workshops at the University of Salford. In London one hundred students from 13 different boroughs took part in ten Saturday morning workshops which were held at both Hackney Community College (North London) and Lewisham College (South London).

V&A Study Day

The students spent an inspiring day at the V&A Museum in London, attending FAD design lectures and carrying out research based on this year's credit crunch inspired brief 'Arts & Crafts with a twist'. The event took place at the V&A's brand new Sackler Centre, a vibrant space dedicated to learning through creative design and the arts.

Draping & Drawing

Before they started designing their garments students took part in two tasks to help them understand the human form. Firstly, in figure drawing classes, they learned to create experimental drawings illustrating weight, form and line. With that in mind they moved on to 'draping on a mannequin'; simulating garments and creating silhouettes using whole pieces of cloth and pins.

Garment Design

Inspired by the contemporary 'Arts & Crafts' theme, students set to work on their initial design ideas. Organic, flowing shapes were paired with colours and prints taken from the V&A's galleries. Some gave their own twist to the brief, looking to urban silhouettes and modern 21st Century muses for inspiration. The students then translated their final garment design into a flat, technical drawing to create a 'visual map' from which to draft their paper pattern.

Pattern Cutting

It was all hands on deck as dot and cross paper met rulers and pencils, and students tackled the challenge of creating patterns from scratch. In a matter of hours the budding designers learnt how to draw a shape from basic blocks and adapt it to create their own unique design.

Sewing & Construction

Back in the practical workshops, the teen designers worked hard to piece together their final calico creations in preparation for the FF2 jury day. Many mastered overlockers and industrial machines for the first time, learning how to sew everything from darts and French seams, to zips and hems.

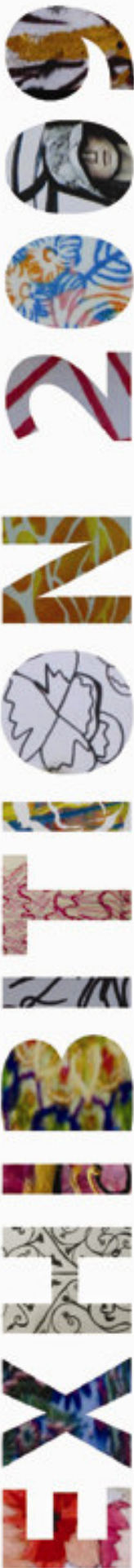
Print

The teenagers took time out of their half term holidays to learn how to create their own printed textiles. They experimented with transfer inks, flocking and foils in the industrial heat press, as well as producing professional screen printed images for their garments.

Industry Day

The Industry day took place at the Fashion & Textiles Museum in Bermondsey. Students benefited from a packed programme which included talks by fashion professionals; Q&A sessions; trends analysis and employment support workshops. This year's industry speakers, providing a valuable insight into the working world of fashion, included Naomi Dominique, Head of Design at River Island and Melanie Cunningham, M&S.

See more photos
from FF2 in Action
on our website:
www.fad.org.uk



"I have had the chance to meet new people, learn lots of new things and have a great experience. I will continue to use everything I have learned throughout my education and future career to better all the work I do"
Katerina Dury, Princesgate College, London

"Having to develop my toile in such a short time helped me understand what demand there is on time within the fashion industry"
Nina Ellis, Princes Academy, London

The Fashion Futures 2 project drew to its close in both London and Salford, with students presenting their final calico creations to a panel of industry experts. Professionals representing all aspects of the fashion industry, from fashion journalism and HE teaching to pattern cutting and design gave up their time to assess the work of the hundred plus students who have taken part in the 2009 Fashion Futures course.

The standard of work was exceptionally high this year making it a tough decision for the jury who had the unenviable task of selecting just 10 students from North London; 10 students from South London and 3 students from Salford to go through to the FAD Summer School at Central Saint Martins.

The course ended with the work of both London and Salford students being showcased in a collaborative exhibition at **Rich Mix**, East London on **14th May 2009**. Friends, family and FAD supporters were on hand to celebrate the talented young people that took part in this year's project.

The 23 lucky finalists, who will go to the **2009 FAD Summer School** at Central Saint Martins, were also announced on the evening.



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