

2010 F.A.D. Competition & Awards

Fashion students evoke memories to create future fashion legacy

Fourteen fashion students have beaten hopefuls from 34 universities/colleges nationwide to win a coveted place in the 2010 F.A.D. Competition final, set to take place at **Vauxhall Fashion Scout** on **22nd February**.

The young designers, selected from top fashion universities such as Central Saint Martins, De Montfort, Istituto Marangoni and Manchester Metropolitan, will present a collection inspired by this year's emotive brief – 'Traces'.

To mark the turning of a new decade, FAD asked students to look back and explore the concept of memory to create a fashion legacy for future generations. In the final they will present two outfits - one inspired by personal memory, and the other inspired by the narrative of collective memories and objects.

The brief has led many finalists to look to their own family history for inspiration. **Alice-Jane Hutton** (DeMontfort University) draws on her mother's childhood in 1950's Detroit, while **Steven Woodward's** (University of Brighton) 'Nona' collection reflects the experiences of his grandmother, Edith. Orphaned at 11 she was sent to Vancouver where she worked in domestic service during WW1. In contrast **Alice Pearce's** (Nottingham Trent University) entry 'The Fabric of Her Mind' explores memory loss, drawing on her experience of growing up with grandparents who both suffered from Alzheimer's.

The jury panel who will select the winners this year includes Linda Grant, Author of *The Thoughtful Dresser*; Sonnet Stanfill, Curator of 20th-Century and Contemporary Fashion, V&A; Elizabeth Mcluskie, Fashion Buyer at Harrods; John Wolford, Director of Vauxhall Fashion Scout; David Koma, Designer and 2005 F.A.D. Finalist; Ana Belen Meroño, 2009 F.A.D. Competition Winner.

The winners of the F.A.D. Competition will be announced on the evening of the event with the first prize being £2,000 and a top industry placement. Two runners up will also receive £1,000 and a work placement.

Notes to Editor:

F.A.D. (Fashion Awareness Direct) is a creative charity supporting young people to bridge the gap between education and industry. Now in its 9th year, the F.A.D. Competition has become an “*undeniable springboard*” (Vogue.com) for young designers.

Open to undergraduates studying fashion in the UK, the competition’s aim is to highlight and support creative young people at the earliest stage in their careers. Since 2008 F.A.D. has worked in collaboration with Vauxhall Fashion Scout, providing a unique platform for fashion students and their universities to showcase at London Fashion Week.

Past F.A.D. finalists have successfully gone on to work for companies such as Vivienne Westwood, Hussein Chalayan, Burberry, Aquascutum, Jean Paul Gaultier, Coast and All Saints. Others have continued to work with F.A.D. through our Volunteering & Mentoring scheme, where their practical skills and experience have helped younger students to succeed.

www.fad.org.uk

Vauxhall Fashion Scout

Every season Vauxhall Fashion Scout identifies the most promising new designers and showcases them to an international audience of media and buyers - giving the next generation of talent the opportunity to show during London Fashion Week.

Described as a ‘talent goldmine’ by vogue.com, Vauxhall Fashion Scout has showcased over 130 emerging designers over the past seven seasons; including Peter Pilotto, Felder Felder, Spijkers en Spijkers, William Tempest, David Koma, Avsh Alom Gur, Jens Laugesen & Cooperative Designs.

www.vauxhallfashionscout.com

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