

2010 FAD COMPETITION

Fashion Awareness Direct (FAD) is a creative charity supporting young people to bridge the gap between education and the fashion industry. The ethos that underpins all of FAD's initiatives is to integrate art and culture into fashion while also promoting the idea that clothes should both enhance and respect the wearer. Through our challenging briefs we not only encourage students to explore new cultures and areas of research, but also promote original design and individual expression.

Now in its 9th year, the FAD Competition is dedicated to highlighting and supporting undergraduate talent, providing a platform for young designers to showcase their work before they graduate. Past FAD finalists now work for companies such as Coast, All Saints and Harrods, as well as high profile designers Vivienne Westwood, Hussein Chalayan and Jean Paul Gaultier.

Since 2009 the final show of the FAD Competition has taken place at Vauxhall Fashion Scout during London Fashion Week, giving students a unique opportunity to showcase their designs as part of the UK's most prestigious fashion event. The Catwalk Final of the FAD Competition in 2010 will take place at Vauxhall Fashion Scout's new venue, The Freemasons' Hall in Covent Garden, London.

Prizes

First prize: £2,000 and a work placement.

Two runners-up: £1,000 each and a work placement.

Eligibility

Participants must be 2nd or 3rd year BA, or MA students, aged between 18 and 25, and studying Fashion at a UK college/university. In 2010, for the first time, FAD is opening competition entry to collaborations between two students. Students may work as a cross disciplinary pair (e.g.: Fashion & Textiles, Fashion & Graphics, Fashion & Accessories, Fashion & Photography, etc). Only one Fashion Design student may enter per pair.

Each institution is permitted a maximum of three entries from BA courses and three from MA courses.

Registration of interest

Tutors should register their institutions for entry by e-mail to reyes@fad.org.uk by 16th October 2009. There is no registration fee.

Submissions

Deadline: Wednesday 25th November 2009

Each entry must include the following:

- Student entry form
- Two A3 illustrations, each one showing front and back of each outfit
- Swatches for each garment
- Research sketchbook
- Written interpretation of mini collection (max. 200 words)
- Business plan following the format given by FAD

Initial entries will be judged according to the following criteria:

- Research into and intelligent interpretation of the brief
- Originality and creativity of the two designs which must also work together as a 'mini-collection'
- Fabric choice, textiles development and evidence of planned construction techniques.
- Adherence to FAD's ethos - see above

Finalists

Entrants will be notified if they have been selected as finalists by email, by 8th December 2009.

All submissions will be returned to colleges/universities during the week of 14th December 2009.

Each finalist will be invited to make up their two designs. FAD will contribute £100 towards the cost of materials.

Finalists' Submissions

Deadline: Friday 5th February 2010

Each entry must include:

- All elements previously submitted
- Two completed outfits
- If necessary - clear instructions on how to fit the garments

Finalists' entries will be judged by an independent industry panel, according to the criteria for initial submissions as well as the following:

- Close interpretation of previously submitted illustrations
- Successful use of fabrics and textiles
- Excellence in construction and finishing

Delivery of entries

Entries should be sent by hand or registered mail to Fashion Awareness Direct, 10a Wellesley Terrace, London N1 7NA. Please note that all deadlines are final.

Colleges are welcome to use the competition brief as part of their curriculum, but should inform FAD if doing so. For further information please contact Reyes Lora on 020 7490 3946 or reyes@fad.org.uk or visit www.fad.org.uk

2010 FAD Competition Brief: 'TRACES'

Memories shape who we are. Each generation has its own thread of narrative, weaving together collective or personal memories with objects that evoke a particular time, person or place.

In our virtual era, what human traces will we leave behind?

In this digital age, are we in danger of losing our memories? We favour technology over traditional methods of recording memory. In doing so we may be neglecting to archive our heritage for future generations.

Memories can vanish from the internet. Emails and texts are instant and erasable. In the past photographs offered accidental references to history, but now we are quick to 'edit' the images we keep. A "rich library of ourselves and our unconscious is no longer being recorded." (Michelle Hauser & Andrew Flamm: Folk Photos' - designobserver.com)

Memory is "a spacious place, a storehouse for countless images." (St. Augustine, 'Confessions' Book 10)

Memories connect the past with the present. The fabric of memory is ever-changing: our memories alter as they travel, metamorphosing with our changing thoughts, emotions and perceptions.

We dress in memories. Garments can connect with our senses, evoking vivid recollections through sight, sound, touch and smell. Through its vocabulary – drape, fold, stitch, cut, tear – clothing signifies the emotional range of our memories.

"Designers straddle both the digital and physical worlds" ('Evocative Objects – The Things We Think With' Ed. S. Turkle) Be inspired by *bricolage*: combine and recombine meaningful memories to create a new fashion legacy.

Outfit 1: Personal Memory will capture your memories as an individual. Look to your own reminiscences, personal history and objects or garments which evoke recollection.

Outfit 2: Collective Memory will capture the memories of a family, a group, a people or a nation. Look to family history, cultural narratives, folklore or social history. Imagine the stories behind objects or garments which embody collective memories.

Choose a colour palette of 2 main shades and up to 4 accents that reflects your research and memories.

Entrants are asked to include at least two of the following in their garments:

- Salvage forgotten garments, fabrics and archive patterns. Deconstruct their elements and re-work them into a new narrative. Research into past garment construction and apply to directional silhouettes.
- Convey the transient nature of memory through subtle shifts in shape and form. Develop illusionary ways to reveal and conceal.
- Layer hand techniques with digital processes to reveal the many layers of memory.
- Illustrate narratives through print or evoke memories through sensory surfaces and textures.
- Make physical connections in your garments – imagine new methods of tying, knotting and fastening. Create mnemonic details to join memories together.

Through fashion, construct new narratives to be passed on to future generations.

2010 FAD Competition: Business Plan Format

The business plan must include the following:

- Name of your collection

- Market Analysis, based on the two outfits you have submitted for the Competition:
 - Where your market is (i.e. country, size of the market, etc.)
 - Who your customers are (i.e. lifestyle, social class, age, sex, tastes, etc.)
 - Who your competitors are
 - Costings
 - Pricing of the items in your collection

- Projected Budget:

Assuming you will design and market a whole collection based on your two outfits, propose a budget for the next two years following the format below:

2010 FAD Competition	April 2010-March 2011	April 2011-March 2012
BUDGET	£	£
Income		
Sales		
Own capital		
Bank Loans		
Other: specify		
Total Income		
Expenditure		
Materials		
Labour		
Overheads: premises, bills, etc.		
Marketing		
Other		
Total Expenditure		
Closing balance		

2010 FAD COMPETITION - STUDENT ENTRY FORM

TYPE OF ENTRY (Please circle):

Individual

Collaboration

Please, note that students entering as a pair need to fill in a Student Entry Form each and include both with the entry.

COLLECTION TITLE:

STUDENT NAME:

E-MAIL:

TEL:

MOBILE:

DATE OF BIRTH:

SEX: F/M

UNIVERSITY/COLLEGE:

COURSE TITLE:

FIRST YEAR

SECOND YEAR

THIRD YEAR

MA

LIST OF ITEMS SUBMITTED (please tick boxes and ensure that each item has got your name(s) and University/College on it):

1) 2 A3 illustrations

3) Business Plan

2) Research Sketchbook

4) Written Interpretation
(max. 200 words)

Students should send this entry form with submissions by registered post by Wednesday 25th November 2009 to:

Fashion Awareness Direct
10a Wellesley Terrace, London N1 7NA

If you are delivering it by hand, please contact Reyes on 020 74903946 or email reyes@fad.org.uk
(Map and directions at www.fad.org.uk)