

2011 F.A.D. COMPETITION

Fashion Awareness Direct (F.A.D.) is a creative charity supporting young people to bridge the gap between education and the fashion industry. The ethos that underpins all of F.A.D.'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 10th year, the F.A.D. Competition is dedicated to highlighting and supporting undergraduate talent, providing a platform for young designers to showcase their work before they graduate. Past F.A.D. 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 F.A.D. Competition has taken place at Vauxhall Fashion Scout during February London Fashion Week, giving students a unique opportunity to showcase their designs as part of the UK's most prestigious fashion event.

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 studying Fashion at a UK Higher Education Institution. There is no age restriction.

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

Students who have taken part in F.A.D. Fashion Futures programmes may send their entries directly to F.A.D. These entries are in addition to institutions' quota of three entries and will be considered equally alongside other entries received.

Registration of interest

Tutors should register their institutions for entry by e-mail to reyes@fad.org.uk by Friday 15th October 2010. There is no registration fee.

Submissions

Deadline: Wednesday 24th November 2010

Each entry must include the following:

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

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 work together as a 'mini-collection'
- Fabric choice, textiles development if relevant and evidence of planned construction techniques
- Adherence to F.A.D.'s ethos - see above

Finalists

Entrants will be notified if they have been selected as finalists by email, by Wednesday 8th December 2010. All submissions will be returned to colleges/universities during the week of 13th December 2010. Each finalist will be invited to make up their two designs. F.A.D. will contribute £100 towards the cost of materials.

Finalists' Submissions

Deadline: Friday 4th February 2011

Each entry must include:

- All elements previously submitted
- Two completed outfits
- Clear instructions on how to fit the garments

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

- Close interpretation of previously submitted illustrations
- Successful use of fabric
- 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 F.A.D. 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.

Escape

2011 F.A.D. Competition Brief

For 2011 F.A.D. invites you to make your Escape.

Escape from the everyday into a place of wonder and distraction. Retreat to a physical or fictional place that holds personal meaning for you.

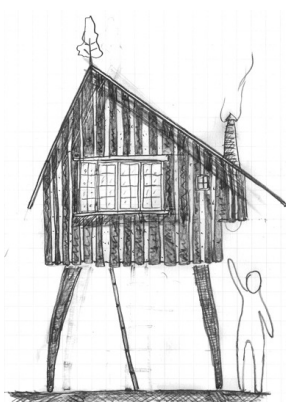
Design two complementary outfits which express your notions of Escape. Use form, colour and texture inspired by your escapist vision.

Your chosen destination of Escape could be real, imagined, or somewhere in between. You may incorporate physical references, looking to environments, constructions and spaces for inspiration. Or perhaps you will be inspired by illusion, humour and the 'magically real' to create garments where things aren't quite as they seem.

You may decide to include the following ideas within your two designs:

- Use of unexpected materials and processes
- Magical, illusionary methods of construction
- Playful scale
- Inventive, witty details
- Colours collated from your escapist environment

F.A.D. offers the following references as starting points for your escape:



- **1:1 - Architects Build Small Spaces**, V&A London
15 June - 30 August 2010
- **Magical Realist Authors:** Gabriel Garcia Marquez *One Hundred Years of Solitude*; Yann Martel *Life of Pi*; Julio Cortazar *Blow Up and Other Stories*.
- **Photographer Noemie Goudal** depicts 'relics of paradise places and new lands'.
www.noemiegoudal.com
- **Wetherford Watson Mann** architects' Bankside Urban Forest design framework
- Land Artist, **Dennis Oppenheim**
- **Maria Nepomuceno** creates sculptures and installations reflecting the spirit of the Rio environment where they are produced.
- **Sou Fujimoto** *Next Generation House*
- **Dreamlands: Des Parcs d'attractions aux cites du future**. Pompidou Centre, Paris
- **Caledonia Curry's** cityscape installations
- **Jeppe Hein** *Appearing Rooms*
- **Nacho Carbonell** creates objects with a fictional or fantasy element that allow you to escape everyday life. www.nachocarbonell.com
- Morphed furniture from artist **Nina Saunders**
- **Ernesto Neto and The New Décor**
Hayward Gallery, 19 June - 5 Sept 2010
- **littlewhitehead** *Sentient Orbs*, 2009
- **Antony Gormley: Test Sites**, White Cube London, 3 June – 10th July 2010

2011 FAD Competition: Business Plan Format

The purpose of the business plan is to make you aware that fashion is a business and as such you will need to know about costings when designing and marketing a collection. We do not need a lengthy analysis of the market and the business plan should not be longer than one page.

The business plan must include the following:

- Name of your collection

- Market Analysis, based on the two outfits you have submitted for the Competition – no more than 200 words-:
 - 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

 - Selling prize of each of the designs in your two-piece collection

- Projected Budget:

Based on a 24 piece collection -12 pieces of each of your designs - propose a budget for the next two years following the format below:

2011 FAD Competition	April 2011-March 2012	April 2012-March 2013
BUDGET	£	£
Income		
Sales		
Own capital		
Bank Loans		
Other: specify		
Total Income		
Expenditure		
Materials		
Labour		
Overheads: premises, bills, etc.		
Marketing		
Other		
Total Expenditure		
Closing balance		

2011 F.A.D. COMPETITION - STUDENT ENTRY FORM

COLLECTION TITLE:

STUDENT NAME:

STUDENT HOME ADDRESS:

UNIVERSITY E-MAIL:

PERSONAL E-MAIL:

TEL:

MOBILE:

DATE OF BIRTH:

SEX: F/M

UNIVERSITY/COLLEGE:

COURSE TITLE:

SECOND YEAR

THIRD YEAR

MA

LIST OF ITEMS SUBMITTED (please tick boxes and ensure that each item is marked with your name and University/College):

1) 2 A3 illustrations

3) Business Plan (1 page)

2) Research Sketchbook

**4) Written Interpretation
(max. 200 words)**

Students should send this entry form with submissions by registered post by Wednesday 24th November 2010 to:

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

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