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### Fashion Action Direct 2008: Nottingham Trent scoops first prize

Wed, 23/04/2008 - 2:20pm

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The seventh FAD competition has been won by Alicia Stone from Nottingham Trent University whose innovative outfit was chosen out of 12 finalists.



The finalists were selected out hundreds of submissions from colleges across the UK, had all created an outfit which could be transformed through additional layers. The students were asked to "travel across the silk route and across time from ancient Chinese calligraphy to the text message, using the architectural blueprint of the pagoda at Kew Gardens as the inspiration for their garment structure."

Third Year student Alicia wins £2000 in cash to help finance her final collection and a work placement in Madrid. It's a double celebration for Nottingham Trent as fellow student Terri Cohen won last year. Second prize went to De Montfort's Jemma Simmons, further establishing De Montfort as an institution with reputation for fashion. Jemma receives a work placement at Pink Soda and £1000. The final award has been given to Central Saint Martin's student, Sophie Wilett who in addition to her £1000 cheque, will receive a work placement at the London studio of Gavin Douglas - a fantastic designer, former Fashion Fringe winner and all-round top bloke.

This year's judging panel included Crazia magazine's Melanie Rickey and Francesca Forcolini, owner of London boutique Labour of Love.

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words: Marian Buckley.

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