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LFW: FAD Student Design Competition 2010

Fashion Design



Winner Rasa Abramaviciute & models, Middlesex University, FAD 2010

Student designer Rasa Abramaviciute scooped the top prize at the 2010 F.A.D student competition fashion show, held at Vauxhall Fashion Scout on Monday 22 February. Selected from over 100 entries, 14 finalists from 10 universities presented two outfits on the catwalk in answer to this year's inspiring brief entitled 'Traces'.

Rasa, a second year fashion student at Middlesex University won £2,000 and a coveted work placement with Vivienne Westwood. John Wolford, Director of Vauxhall Fashion Scout and one of this year's jury panel, presented the prize to the worthy winner.

Rasa's two intricate, contrasting outfits really impressed the jury, as did her thoughtful, personal research and sketchbooks, which revealed her exploration of her family's roots. She said, "The inspiration for my designs came from my memories of Lithuania – the creases in family photographs; the hand made clothing of my childhood; a pair of gloves my mum attached together with a piece of string and the folk music. Also the 1989 political demonstration where two million people joined hands to form a human chain spanning 600km across three Baltic States."

Her first dress in leather featured Lithuanian folk print motifs and 3D origami details. The second dress represented her country's unity, with a patchwork design constructed from tufted carpet material and worn with a structured leather jacket.



Alice-Jane Hutton, De Montfort University, FAD 2010

It was also a fantastic night for De Montfort University, as FAD director, Maria Alvarez, presented two of their final year students the two runner-up prizes. The judges felt that the print design and overall professionalism of these entries was hugely commendable. Inspired by her mother's childhood growing up in 1950s Detroit, Alice-Jane Hutton created a lovely, wearable mini collection featuring printed cropped silk shirts and chunky perspex accessories. Her prize was £1,000 and a placement with Paul Smith.



Runner-Up, Rebecca Solity, De Montfort University, FAD 2010

Rebecca Solity, the second runner-up, created designs and accessories inspired by her grandfather's military past and prints inspired by handwritten letters. She won £1,000 and a placement with Jonathan Saunders.



Vera Thordardottir, Istituto Marangoni, FAD 2010

A special mention went to Vera Thordardottir studying at Istituto Marangoni, for her creative use of materials. Vera used silicone and Swarovski crystals with sculptural features made from Tyvek. Her entry was inspired by growing up in Iceland and won her a work placement with designer William Tempest.

The FAD brief has asked students to look back and explore the concept of memory. Each finalist presented two outfits – one inspired by a personal memory, and the other inspired by the narrative of collective memories and objects. The panel of judges was: David Koma, Designer, John Welford, Director of Vauxhall Fashion Scout, Sonnet Stanfill, from the V&A, Elizabeth McCluskie, International Womenswear buyer, Harrods, and F.A.D director, Maria Alvarez.

Now in its 9th year, the F.A.D. competition has evolved to become an exciting and challenging opportunity for undergraduate fashion students in the UK. The competition's aim is to highlight and support young designers at the earliest stage in their careers.