



Fashion Awareness Direct

Creating fashion futures

# Alice wows them at London Fashion Week

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A FASHION student from Palgrave has been telling the Mercury about the day she wowed London Fashion Week after coming second in a national competition.

As reported in last week's paper, former City College Norwich student Alice-Jane Hutton was chosen from over 100 entries to showcase her designs in the final of the 2010 Fashion Awareness Direct competition alongside 13 other talented designers.

The 22-year-old, who is in the final year of a degree at DeMontfort University in Leicester, drew inspiration from her mother's childhood growing up in 1960s Detroit to create a mini collection of prints, cropped silk shirts, and chunky Perspex accessories.

On the evening she shocked, but delighted young designer was welcomed on stage to collect her £1,000 prize and a placement

with top UK designer, Paul Smith.

"You can't imagine the thrill of seeing your own creations on gorgeous models, on a real catwalk and so professionally presented, then to go on and be judged second is too fantastic for words; ecstatic gets close," said Alice.

"The prize money is already committed to my final collection at DeMontfort and the placement with Paul Smith is a dream come true," she said.

"The FAD brief was really challenging but there was just something that hit me when I read it. I did my research around the 1940s and 1950s which is something I am really interested in, so it was perfect for me. My friend did the competition last year and the brief was completely different – futuristic – whereas this year was all about looking back which suited me much better."

"It's fantastic to have won a runner-up prize. I can't actually believe it. I'm all about prints and Paul Smith is just fantastic with prints so hopefully... well, we'll have to see win't we?"



Alice-Jane Hutton, who had such a great London Fashion Week.



CATWALK: Some of Alice-Jane's work being modelled on the catwalk.

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