



GENERATION NOW

FAD Awards 2009

NICKY ASHWELL, WGSN 11.03.09

Closing the diverse London Fashion Week schedule at Vauxhall Fashion Scout, the Fashion Awareness Direct Awards buzzed with creative promise, looking to the future with space-age uniforms by the designers of tomorrow. WGSN reports.



Ana Belen Moreño ambel_m@hotmail.com

On February 24, the **Vauxhall Fashion Scout** venue was at its most vivacious as industry experts and fashion academics gathered over canapés to see the **14 finalists** of this year's FAD Award compete on the catwalk, each presenting **two outfits designed around the 'Urban Holographic' brief.**



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FAD panel members Anthea Godfrey, William Tempest, Dolly Jones and Paul Costelloe

Nottingham Trent student **Ana Belen Moreño** won the top prize of this increasingly prestigious competition and will receive **£2,000** in prize money as well as a **work placement with faithful FAD**

member **Paul Costelloe**. The winning outfits, inspired by **space heroines**, saw neoprene fashioned into a **thigh-skimming, stiff jacket with boxy, articulated shoulders and a monochrome trompe l'oeil print**. Moreño's second outfit also emphasised the shoulders, with a **cropped neoprene gilet in black over a minidress with peplum skirt emblazoned with a cosmic cloud print**.

Jury Chair **Anthea Godfrey from London College of Fashion**, explained the judges were looking for **"People who could sculpt in fabric, people who had a dream"**, while also enforcing the importance of sketchbook work in defining a designer.

Judging panel member and editor of Vogue.com, **Dolly Jones**, commented: "Ana's outfit wasn't alienating in its flamboyance, it was actually rather a beautiful thing to wear as well". Moreño's designs were also a perfect fit with WGSN's **Imagineer** trend.



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The Urban Holographic brief asked students to contemplate **Retrofuturism and space travel as concepts impacting on methods of dress**, while suggesting 1960s space-age design styles and trendsetting films such as 2001: A Space Odyssey as reference points for designing **uniforms for galactic hosts and hostesses**. Entrants were also asked to consider the **practicality** of their designs - feature that was tested by the presence of **Jeremy Curtis from the British National Space Centre** on the judging panel.

First runner-up **Felicity Baggett**, also from **Nottingham Trent**, presented menswear with utility chic aplomb. Spacesuits were presented as **wearable separates in white and graphite, with a protective two-tone balaclava taking the place of a helmet**. Subtle hints to the brief were shown through **soft planetary prints and lunar spheres protruding from the shoulder blades**.



Camilla Kennedy allimacbackwards@hotmail.com

Camilla Kennedy from **Birmingham City University** was second runner-up, impressing judges with her **tailored silver jacket with voluminous prisms and sporty red jumpsuit**. Both runners-up receive £1,000 and placements at Margaret Howell and Religion respectively.



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Prisms, protrusions and volume proved to be a trend, and **Somerset College's Richard Maynes** continued the theme with his clash of **retro-cubism and scruffy romanticism**. Paint-spattered and raw-edged ruffles were gathered to give a full skirt to a cowl-neck dress while black-and-white origami created a dress-like silhouette over a body stocking of the same colours.



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Beatrice Newman bwsonic55@hotmail.com

Unsurprisingly, jumpsuits also featured highly, wrapping models in **skintight jersey or embellished metallics**. **University of Salford** student **Ryan Scott Houlton's** leather collection included a bronze suit with oversized capped sleeves, as well as more wearable separates.

De Montfort's Beatrice Newman went for a jumpsuit of the ultra-skinny variety, decorated with **aquatic swirls and a splash of glittering mirrors at the ankles**, and partnered with a crushed velvet jacket. One of many examples of the exceptional amount of work that students put into this competition, Newman also presented an ornate hand-beaded dress.



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Laura May from **Huddersfield University** also showed attention to detail with the immaculate finish on her bib-front blouse and panelled dress, featuring **neat piping and stippled cosmic colours**. Birmingham City student **Judy Zhang**'s outfits were clean-cut and sporty, while Bournemouth's **Line Wack Edal** demonstrated the effectiveness of simple detailing with a pattern of **laser-cut circles**.



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Interpretations of the brief varied from classic space-age, to accessorised knitwear, with **volume around the hips** a favoured silhouette. An **unexpected dose of glamour** was injected by **Sophie Willett**'s rich gowns with ribbon, gemstone and tie-dye details.

Link

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