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## FAD Graduate Fashion Competition

Fran Hunt, WGSN 14.05.04

The fourth FAD graduate fashion design competition celebrates the centenary of painter Salvador Dalí and recognises the inspirational city of Barcelona.

This year Fashion Awareness Direct (FAD) joined forces with the Instituto Cervantes in London to present a brief titled **Urban Visionary: Dalí and Barcelona – 2 visionaries converge in 2004.**

Students were asked to design two complete outfits, one to reflect the cultural layers of the Spanish city and the other to explore Dalí's concept of optical illusion. The 15 finalists were shortlisted from eleven UK fashion colleges.



Winner, Jong-Su Kim

The winner, **Jong-Su Kim** from **Central Saint Martins**, was announced after a catwalk show and fashion installation at the Victoria and Albert museum, London on March 31.

He was presented with a cash prize of £2,000 as well as an exclusive placement with Barcelona-based fashion house, Armand Basi. He impressed the judges with the originality and depth of his designs, based on the loose silhouettes of 14th century Spanish dress.



Jong-Su Kim



Jong-Su Kim



Jong-Su Kim

The first design was inspired by Antonio Gaudí's Sagrada Família in Barcelona and based on the loose silhouettes of 14th century Spanish dress. The second explores Dalí's concept of illusion in paintings such as

BACK TO INDEX 

### Winner

Jong-Su Kim  
[superjkim@hotmail.com](mailto:superjkim@hotmail.com)

### Runners-up

Aurora Teixeira  
[afertex@libero.it](mailto:afertex@libero.it)

Kim Lewis

[Kim2billy@yahoo.co.uk](mailto:Kim2billy@yahoo.co.uk)

### Prizes

First prize  
 £2,000 and a year's placement with Armand Basi, Barcelona.

Runners-up prize  
 £1,000 each

### Judges

- Lluís Juste de Nin, MD Armand fashion house, Barcelona  
 "The FAD competition is a real challenge to young people. It also demonstrates that fashion is culture, not just industry."
- Angelo Uslenghi, trends forecaster from Milan
- Caroline Collis-Burstein, buyer for Browns in London
- Tamara and Natasha Surguladze of Tata-Naka, London
- Dolors Massot, Fashion and cultural editor for ABC, Spain
- Louise de Caires, designer and creative director of FAD
- Tomas Vlachiotes, finalist third FAD competition

### FAD

FAD, a non-profit-making organisation, promotes and supports the cultural aspects of fashion, the concept of fashion as art and the fostering of a deeper understanding of how fashion can enhance the

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*Tuna Fishing and The Metamorphosis of Narcissus*, with a tailored jacket that transforms from one into three different styles.

The panel of judges also awarded two runners-up prizes of £1,000, the first of which went to **Aurora Teixeira** from the **Instituto Marangoni** in London. She focused on a distinctive palette of black and white, underscoring her interpretation of Dali's painting *The Hallucinogenic Toreador*.



Aurora Teixeira



Aurora Teixeira



Aurora Teixeira

**Kim Lewis**, also a student from **Central Saint Martins**, won second runner-up with a creative use of print, colour and appliqué on felt.



Kim Lewis



Kim Lewis



Kim Lewis

Lluis Juste de Nin, the MD of Catalonian design house Armand Basi said of the winners: "The final designs were all very, very different. Jong-Su Kim focused on the themes of architecture and imagination, Aurora seemed to really know Dali's soul and Kim Lewis's work reflected the madness of Dali."

The other 12 finalists produced some impressive garments and paper work, taking inspiration from Dali's vast body of works, including *The Hallucinogenic Toreador*, *The Metamorphosis of Narcissus* and *Galatea of the Spheres*.



Lisa Peduzzi



Lorraine Annan



Kimberley Machell

dignity of the human being.

Suzanne Lussier, curator of Fashion in Motion at the V&A, supports the diversity of the briefs given by the FAD: "It's a good exercise for the students to broaden their thinking and skills. There is a tendency at the universities to just copy trends but, with this competition, their own style really comes out."

As part of the competition, a series of supporting lectures was held for both the students involved and members of the FAD, giving an insight into Salvador Dali's work and the culture of Barcelona.

### The Instituto Cervantes

The Instituto Cervantes is the only official Spanish government centre and was founded in 1991 to promote Spanish language teaching and knowledge of the cultures of Spanish-speaking countries throughout the world. It is the largest Spanish teaching organisation worldwide and it has over 38 branches in four continents.

### Previous competition themes

- London and Architecture
- Paris, Cinema and Vintage
- Venice, Opera and 1920s

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Fashion illustration was also strong among the entries, with quirky drawings from **Lisa Riski** (Nottingham Trent), **Florence Yiu's**(CSM) exploration of Dalí's work *Galatea of the Spheres* and **Shane Rhone's** menswear collection.



Lisa Riski



Florence Yiu



Florence Yiu



Lisa Riski



Shane Rhone

Other finalists of note included **Vicky Kerridge** (Northampton), for her surreal collages and digital prints which were inspired by Dalí's use of everyday objects and varying scale.

