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FAD 2006 UK fashion competition

Fran Hunt, WGSN 31.03.06

WGSN reports from the 2006 final of the national Fashion Awareness Direct awards. After a clean sweep at last year's final, Nottingham Trent returned to the spotlight with fashion student Terri Cohen taking the coveted first prize.



First-prize-winning collection by Terri Cohen, NTU



The winner Terri Cohen

The final, held on **March 22** in the splendid Shoreditch Town Hall in London's East End was a significant event for the team at Fashion Awareness Direct (FAD). As well as celebrating the sixth edition of the competition it was announced **FAD have succeeded in becoming officially registered as an educational charity**.

Each year FAD sets a brief for final year students inspired by an international city or country. This year the competition was entitled "**Urban Nomad, objets trouvés**". Entrants were invited to become "fashion archaeologists" and to be inspired by ancient Egypt.



First-prize-winner Terri Cohen's designs

The brief asked for two garments – the first inspired by the "lashing" together of fabrics in the essence of ancient Egypt, and the second to focus on geometric shapes and protecting the body in imitation of the "**building-wrap**" sculptures of **Christo and Jeanne-Claude**.

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FAD 2006 brief



Students were asked to produce **two garments**.

- The first "**Charm**" consisting of fabrics "lashed" together, concealing jewels and amulets.
- The second "**Geometric**", a piece of clothing triangular and geometric in shape which "protects" the body and imitates the "building-wrap" sculptures of **Christo and Jeanne-Claude**.

www.christojeanneclaude.net

FAD 2006 judges



- Hilary Alexander, fashion director, *The Daily Telegraph*

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20 finalists from 13 colleges presented the results to a panel of industry judges including *The Daily Telegraph's* fashion director **Hilary Alexander**, designer **Jens Laugesen** and **Victoria Miro** of the Miro galleries.

Terri Cohen, of Nottingham Trent, was the unanimous winner of the first prize and was awarded £2,000 prize money. Hand-dyed silk, hand-stitched strips and individual printed cotton all formed part of Terri Cohen's stunning designs, which judges commented "evoked artist Christo's wrappings and ancient Egypt in an original and imaginative manner".



Second-prize-winner Nicola Lewis, De Montfort

Louise de Caires, FAD's creative director and one of the judges, commented on the students' interpretations of this year's brief: "As each new generation comes through art/fashion school the edges blur between the disciplines, and the interpretation is linked more closely to uncovering and dissecting the elements of the brief and researching a particular artist.

"This translates into amazing textile experimentation, for students who refuse to buy "over the counter" fabrics, but try to reinvent the original looking closely at how to achieve this through processes like burying raw cloth in sand, magnifying a corner of rug and producing a painting. **The art element in fashion is here to stay!**"



Third-prize-winner Amy Saville, University of Central Lancashire

Amy Saville, University of Central Lancashire

Highly Commended Zoe Gorringe, Thames Valley

- Jens Laugesen, fashion designer
- Jason Broderick, international designerwear buyer, Harrods
- Victoria Miro, director, Victoria Miro galleries
- Prof Alaa Elgindy, Head of Egyptian Cultural Institute
- Louise de Caires, creative director FAD
- Anthea Godfrey, London College of Fashion
- Jessica McLeod, finalist at last year's FAD competition

FAD

FAD is an independent educational association. In addition to their annual competition for UK graduating designers, FAD runs fashion workshops and projects for young people throughout the year.

fad@fad.org.uk
www.fad.org.uk

Edge

Edge is a new charity that aims to change attitudes towards practical learning.

The organisation is working to improve practical learning in schools, colleges and the workplace through a range of research, sponsorship and investment initiatives.

www.edge.co.uk

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Second prize went to **Nicola Lewis**, De Montfort, for her cutting-edge knitwear composed of pyramid repeats in vivid turquoise and desert sand tones.

Amy Saville, University of Central Lancashire, was awarded third prize. Her textural pieces were inspired by the intricate **cocooning of mummies**, with Egyptian-style floral appliqués. Both runners up also received £1,000, while all three winners will complete a work placement with department store Harrods.



Highly Commended Anna Cunningham, Brighton

As always FAD organisers and judges were extremely impressed by the standard of entries, and as a result chose to **highly commend** two other finalists, **Zoe Gorringe** of Thames Valley and **Anna Cunningham**, Brighton.



Sofia Murphy, Ravensbourne

Natalie Abrahams, Thames Valley

Katherine Gudgeon, Cleveland

FAD's director and founder of the competition, **Maria Alvarez de Toledo**, spoke to WGSN. Commenting on this year's event she said: "This year's entries were exceptionally strong and the competition has provided a platform to showcase new talent, something greatly appreciated by students, teachers, and the industry alike. FAD is continuously working to provide opportunities to young people and this competition is one of many projects."

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Charlotte Dowson, Cleveland

Sarah Somerfield, Salford

Hampus Bernhoff, DSM

Practical skills charity Edge continued to sponsor the event, with the additional support of **Harrods, Evian, The Egyptian Cultural Institute, Mac, Kaprice and HenDi publishers.**

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