



Fashion Awareness Direct

Supporting and promoting
the art of fashion, the culture of fashion, the future of fashion

FASHION AWARENESS DIRECT 7th FAD COMPETITION

Launch

Fashion Awareness Direct (FAD) is committed to helping young designers succeed in their careers bridging the gap between college and industry. To further this ideal, FAD organizes an annual competition for BA & MA fashion students at colleges across the UK and is now pleased to announce the launch of the 7th FAD Competition.

History

FAD has been running these fashion competitions since 2001 when the first event took place at Delfina Studios. Since then, designers and the fashion industry have been supporting this competition; Luca Missoni of the Missoni Fashion House, Jason Broderick of Harrods, Lluís Juste de Nin of Armand Basi in Barcelona, Caroline Collis-Burstein of Browns, Tata Naka; Anna Garner of Selfridges, Paul Costelloe and Elspeth Gibson, have all been members of the jury on past occasions.

The final of the competition has always taken place at prestigious places in London such as the V&A Museum, Shoreditch Town Hall, the French Institute and Delfina Studios, and we are very grateful to all of them for their support in letting us use their venue for this event. Institutions such as the Royal Opera House, the Italian Cultural Institute, the V&A, Museum of Theatre and Instituto Cervantes have supported us with cultural input to this competition. We are very grateful to our sponsors and supporters who have made it possible for these competitions to take place.

Competition prizes include cash prize and much sought after work placements.

Entries

FAD supports the ideals of creativity, innovation and originality in the design and making of fashion. Entries will be judged according to the following criteria:

- Research into and interpretation of the brief
- Translation of the brief into fabric research
- Translation from sketch into garment & sewing skills
- Originality and creativity of the two designs - harmony and balance
- Presentation of the project
- Adherence to FAD's ethos: fashion should enhance and respect the dignity of the wearer modelling the design. As a guideline, the design should enable the model to feel comfortable wearing the clothes.

Support to students

In order to help students in the research of the brief, FAD will be organising a Study Day at the British Museum on Wednesday 24th October 2007 with lectures covering different aspects of the brief. This year we are adding a new element into the competition and the 20 finalists will be asked to prepare a Business Plan. To help students, a business workshop will be organised in November. Further details on both days will be sent upon registration.

Students are also encouraged to visit the Chinese Pagoda at Kew Gardens open from May to September.



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COMPETITION GUIDELINES

Eligibility

1. Participants must be BA or MA students at a fashion college.
2. Each college is allowed a maximum of three applications from BA courses and three from MA courses.

Submissions

Submissions should consist of **two A3 illustrations**, each one showing the front and the back of the two categories and including suggested swatches for each category, a **research sketchbook**, a **written interpretation** (max. 200 words) and a **business plan** following the format given by FAD (please ask FAD for details).

Deadlines

Entries should be sent by hand or registered mail to Fashion Awareness Direct, 10a Wellesley Terrace, London N1 7NA, between 26th and 29th November 2007. No entries will be accepted after that date. For hand delivery in Central London, please contact FAD.

The names of the twenty finalists will be announced by mid-December 2007. Each finalist will be asked to make up the two complete outfits, one from each category, and they will receive an allowance of £100 to help them towards the making of the garments. Garments should be made by and delivered to FAD by mid March 2008 (date tba). This date will be final and if finalists are not able to deliver by that time, they should inform FAD who reserve the right to accept or reject the entry. Finalists should make up the garments following closely the illustrations and interpretations sent earlier. If this is not followed FAD reserves the right to ask for the garments to be re-made or withdraw them from the catwalk.

Presentation of the Prizes

The finalists' entries will be exhibited and the made-up garments modelled at the Finalists' Evening in April 2008 (date and venue to be confirmed). The winners will then be announced and the prizes awarded.

FAD will style the outfits following very closely the illustrations sent by the students, and will take into account their suggestions. However, please note that ultimately, FAD has the final say on how the outfits are presented on the catwalk, so that FAD ethos is maintained.

Selection Panel

The panel of judges will represent different sectors of the fashion industry, including fashion designers, journalists, consultants, retailers and artists and a representative from our sponsors. The judges' decision is final.

Prizes

First prize: £2,000 plus a work placement.

Two runners-up: £1,000 each plus a work placement.

All the finalists will also be offered work placements on FAD's summer projects.

Registration

There is a registration fee of £300 + VAT per college to cover administration and marketing costs and the study days organised to support participating students. Colleges should register their interest in participating by e-mail on info@fad.org.uk and forward a cheque to FAD before 26th October 2007.

Colleges are also welcome to use the competition brief as part of their curriculum, but they should inform FAD. For further information please contact Reyes Lora on 020 7490 3946

London, 24th September 2007