

Supporting and promoting

*the art of fashion, the culture of fashion, the future of fashion***NOTTINGHAM  
TRENT UNIVERSITY**

News &amp; Events

Prospective  
StudentsInternational  
StudentsPostgraduate and  
Professional

21 March 2005

**Students  
set to take  
fashion  
world by  
storm**Nottingham  
Trent  
University  
has become  
the first

institution to take all three prizes at the 5<sup>th</sup> Annual Graduate Fashion Competition. BA Fashion Design Students Jessica Macleod, Katie Pope and Alex Kearns took first, second and third prizes respectively in the national event organised by Fashion Awareness Direct (FAD).

Entrants were whittled down to just 15 finalists for the competition in London which attracted entries from some of the UK's top fashion colleges and universities. This year's brief was to explore the fashion, culture and art of Russia – from the Tsarist grandeur of St Petersburg to the stylised classicism of Moscow's Red Square. Students were encouraged to draw on Diaghilev's Ballets Russes and Stravinsky's music for inspiration.

Students submitted two complete outfits along with sketches of their work which illustrated how they arrived at their final designs. The winners received cash prizes and work placements with

designer Paul Costelloe and leading fashion houses Tata Naka and Selfridges.

The competition was overseen by an expert judging panel which included Russian Fashion Week General Producer, Alexander Shumsky, and Anna Garner, Head of Fashion at Selfridges. The jury chairman was the Fashion Editor of The Daily Telegraph, Hilary Alexander.

Gilly Staples, Programme Leader in Fashion Design said: "This was an extremely challenging competition and the girls should be extremely proud of their achievements. All of the finalists' entries were of the highest quality, so to come home with all three prizes is just fantastic."

Maria Alvarez, FAD Director, said: "This year's entries have been fantastic and the competition has provided a platform to showcase the hottest new talent and express individual style within a conceptual framework, something greatly appreciated by students, teachers and the industry alike."

Notes for editors: FAD is an independent educational association which runs fashion projects for young people that foster their creativity and give them a platform to showcase their talents to the industry. National competitions and local workshops are held to promote fashion as a potential career pathway and to create links between education and industry.

For more information please contact:

**ENDS**