

Supporting and promoting

the art of fashion, the culture of fashion, the future of fashion

The Reading Guide - March 2006

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In the news this week...

STUDENT UPDATE: READING TRIO IN FASHION FINAL

20/03/2006 **THREE** Fashion and Textile students from Thames Valley University's Reading campus have won places in the 6th Fashion Awareness Direct Competition 2006, 'Urban Nomad objects trouvés' - the final, a fashion show and exhibition, will take place at Shoreditch Town Hall this Wednesday at 7pm.

The students, Natalie Abrahams 24 from Nottinghamshire; Zöe Gorrings, 20 from Northampton and Anna-Maria Hesse, 23 from Germany beat hundreds of hopefuls from 13 different colleges and universities to become three of the 20 finalists chosen. The finalists will present their collections on a catwalk, followed by the announcement of the winners and an evening reception.

Pauline Harrison, Course Leader HND/BA Fashion and Textiles is thrilled for her students and said, "All of the course team are absolutely delighted with the success of Anna-Maria, Natalie and Zöe. It is always so exciting to be taking part in creative endeavours that do not follow the ever present commercial constraints of fashion design, but encourage students to blur the edges between fashion and other art and design disciplines."

The brief the students were given invited fashion archaeologists to uncover the mysteries of Egypt through a journey from the pyramids of Giza to the hustle and bustle, smells and bells of Cairo. Students were asked to embark on a visual journey and explore and excavate the craftsmanship, symbolism and techniques associated with the Ancient Egyptians.

The students had to reflect this in two outfits:

1. Charm - consisting of fabrics lashed together and concealing 'objects trouvés,' jewels, amulets and personal trinkets and treasures.
2. Geometric - clothing triangular and geometric in shape, which protects the body and imitates the drapes of the wrapped buildings of the sculptors Christo and Jean-Claude.

Extensive research and investigation, including a study day at the British Museum with experts in Egyptology, led each finalist to their own very individual interpretation of the assignment. Natalie, Zöe and Anna-Maria are now charged with realising their designs not only in shape, but also fabricating their experimental textiles through a vast array of creative skills, knitting, printing, plaiting, pleating, bleaching, tearing, beading and decorating to ensure the finished pieces are true to their original ideas.

Fashion Awareness Direct, FAD, was set up in 1997 as an independent non-profit making organisation started by a number of individuals from different backgrounds (designers, fashion students, people from the industry and members of the public) who share a common interest in fashion.

The main ideas encompassed by FAD are the promotion of the cultural aspects of fashion, the concept of fashion as an art, and the fostering of a deeper understanding of how fashion can enhance the dignity of the human being.