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Home News Trends Learning Business Jobs Community Gallery Boutique About us

The News Events Competitions Newsletter Profiles Blogs Press Zone Archive

Home » News » Profiles » PressZone » Winner 2008 Graduate Competition

Winner 2008 Graduate Competition

Alicia Stone, 21, from Nottingham Trent University walked away with the top prize at the 2008 FAD Competition last night, 22nd April 2008, with her design praised as 'wearable, buyable and covetable' by fashion journalist and jury member Melanie Rickey (Fashion Features & News Editor, Grazia).

2008 FAD COMPETITION

A deceptively simple yet stunning design in a grey and white palette, interspersed with eye catching yellow and vibrant red detailing and accessories, displayed an innovative take on the brief which asked students to create one outfit that could be transformed through additional layers, altering its silhouette to create a new outfit from the original piece. Alicia Stone's design received a unanimous vote from the jury and won her £2000 and a work-placement in Madrid with prestigious Spanish brand Hoss Intropia.

2008 FAD COMPETITION

Jemma Simmons, 21, from De Montfort University took second place with a design that mixed prints and bold colours to create a unique on-trend jumpsuit, while sleek old school glamour won Sophie Willett, 20, from Central Saint Martins, third prize. They both win £1000 each and a work-placement with Pink Soda and Gavin Douglas respectively.



All 12 finalists saw their work showcased in a catwalk show and exhibition as part of the 2006 FAD Competition at the Music Room, South Molton Lane. Arranged by the leading educational fashion charity, Fashion Awareness Direct, the competition aims to highlight and support the UK's most promising student designers by providing a platform for them to showcase to the industry as well as providing the winners with financial support for their final year collection.

The event is heavily supported by the fashion industry and this year's jury comprised a panel with a reputation for spotting new talent; Melanie Rickey (Fashion News and Features Editor, Grazia), Luisa de Paula (Buying & Merchandising Director, My-wardrobe.com), and Francesca Forcolini (owner of acclaimed London boutique, Labour of Love) lent their industry expertise to select the winners from a collection of strong designs from the 12 finalists.

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