



Fashion Awareness Direct

Creating fashion futures

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21.02.10

London Fashion Week - F.A.D. Competition



1st place - Rasa Abramaviciute

Fashion Awareness Direct (FAD) is a registered charity (charity number 1112095).
London office: 10a Wellesley Terrace, N1 7NA
Tel/Fax: +44 (0)20 7490 3946
www.fad.org.uk



Students Compete for Fashion Futures

Creative charity *Fashion Awareness Direct*, or FAD, is now in its 9th year of supporting young designers (from secondary school to university), helping them to understand and break into the fashion industry. This evening I went along to watch FAD's very unique catwalk show; where the fourteen participating designers competed for cash and work placements by presenting mini, two look collections created around the theme of memory.

Delving into their personal, and often emotional, pasts, each designer was required to really commit to their own unique style. This meant that each mini collection was bursting with personality and innovative ideas. It was obvious each piece was a huge labour of love, and as an observer it was easy to get swept up into the highly supportive mood of the family and friends filled crowd.

The quality was exceedingly high, as were the emotions in the room as the winners were announced! But it was *Rasa Abramaviciute* who, with her gorgeously patterned pieces

inspired by her Lithuanian youth, stole the show and won £2000 and a work placement at Vivienne Westwood.

Alice-Jane Hutton picked up 2nd place status, and a very fitting placement at Paul Smith, with her quirkily printed shirts, whilst *Rebecca Solity*'s gorgeously flowing creations won her an internship with Jonathon Saunders. Worthy of a special mention, and a work placement with William Tempest, was *Vera Thordardottir* with her dresses reminiscent of the snow and ice she witnessed as a child.

As the show ended, champagne and tears flowed. And, with the awesome realisation of just how much these bright young things had achieved, even I felt like blubbing into my bubbly! Still, I mustn't indulge in my tears of joy for too long, as I'll need to keep a beady eye out to watch these young stars rise.

Posted by Sarah Barnes

Rasa įveikė daugiau nei 100 konkurentų iš 34 Didžiosios Britanijos universitetų ir koledžų.



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