



Fashion Awareness Direct

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

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**ALICE AIMS TO BE IN FASHION WONDERLAND**  
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A City fashion student has been named as a finalist in a national design competition.

Alice Binns (21), a third year student at the University of Lincoln, has made it into the final of the prestigious 2008 Fashion Awareness Direct competition.

She beat hopefuls from 13 different universities and colleges to win a place in the final that sees the 12 most promising young designers compete for a £2,000 first prize and a work placement.

Alice's brief was to design an innovative hybrid garment that can be transformed further through additional layers.

She impressed the judges with her design, and her final piece will be showcased on the catwalk at the Music Rooms in London on Tuesday, April 22.

The judging panel at the final includes Melanie Rickey, fashion features editor at Grazia Magazine, who will announce the winner on the evening.

Louise de Caires, creative director at Fashion Awareness Direct, said Alice's design really caught the judges' eyes.

"The complexity of the brief is clearly demonstrated through her visually rich designs, subtle referencing and intricate detailing, which we have no doubt will impress on the catwalk," she said.