



Fashion Awareness Direct

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



Aysha with the dress she designed for Shanghai Fashion Week

Aysha's fashionable future

WANNABE fashion designers proved east London is brimming with creativity with a dynamic exhibition at Rich Mix.

Three lucky students from the borough were chosen to take part in Fashion Futures 2, a design project arranged by Fashion Awareness Direct (FAD).

The students attended a series of workshops with professionals to develop their design skills.

Their work was then showcased on May 7, at Rich Mix in Bethnal Green Road.

They were among 100 students from across London to take part. From these, 22 were selected to attend an intensive summer workshop at Central St Martin's College of Art & Design.

All 22 finalists will get a master class at Central St Martin's, and a chance to visit the Barcelona design studios of Mango, FAD's retail partner."

Aysha Simpson, 17, from Raine's Foundation School was chosen as one of the finalists.

She said: "It has been really enjoyable working with people who want to push you and make sure you reach your full potential."

Students were asked to design clothes for a catwalk show at Shanghai Fashion Week.

Aysha produced an outfit and accessory inspired by ancient Chinese art forms.