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fashion: 2009 fad junior awards



Seeing him at work it's hard to believe Joel, 19, only started designing a year ago. Inspired by singer, Santigold, he is about to see an outfit he created for his muse showcased on the London Fashion Week catwalk later this month.

Joel is just one of 23 talented teenagers, from London and Salford, who have made it through to the final of 2009 FAD Junior Awards, organised by creative charity FAD. Now in its fifth year, this unique event will take place at Vauxhall Fashion Scout on Tuesday 22nd September.

Originally selected from 130 young people who participated in FAD's Fashion Futures 2 workshops earlier this year, the young finalists spent a week at FAD's Summer School, held at Central Saint Martins in July. Supported by a team of tutors, technicians and student mentors, the 17 – 19 year olds had just 5 days in which to develop and construct their finished designs for the London catwalk.

Citing musical muses including Michael Jackson, Pharrell Williams, Lily Allen and Solange, the teenagers have brought together traditional 'Arts & Craft' influences from the V&A with their own edgy commentary to create an accomplished collection.

The project is heavily supported by industry with representatives from River Island, WGSN.com and John Lewis taking part in this year's jury. The winner of the 2009 FAD Junior Awards will be revealed on the evening of the catwalk final, where the 23 finalists will be competing for the top prize - a placement in industry.

In addition to the show, the teenagers will be taken on a fashion tour of London including visits to the design studios at River Island and John Lewis, a session with trend forecasters WGSN.com and a behind the scenes visit to Vauxhall Fashion Scout.

FAD believes that through fashion young people, especially those from less advantaged backgrounds, can gain the confidence and transferable skills they need to succeed in the future. To date FAD has worked with more than 4,000 young people across the UK. As a direct result of taking part in the Junior Awards, past finalists have gone on to study at institutions such as Ravensbourne, London College of Fashion and Chelsea School of Art & Design.

About FAD:

FAD (Fashion Awareness Direct) is a creative charity supporting young people to bridge the gap between education and the fashion industry.

We specialise in running professional fashion workshops and competitions for 13 – 25 year olds, working with creative young people throughout their education from secondary school and college right through to university.

Our aim is to provide young people with a realistic insight into what it means to work in fashion. From hands on workshops and industry days to high profile catwalk events, they learn important practical skills while also developing the confidence and experience they need to succeed in the future.

In 2009 FAD was presented with the 'Chairman's Award' by Sir Mike Tomlinson, at the London Educational Partnership Awards (LEPA). To date the charity has worked with more than 4,000 young people; 85 secondary schools/sixth form colleges and 46 fashion colleges and universities across the UK. www.fad.org.uk

Source: FAD

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