

News & Events

25 February 2009

**Space tourism brief sends fashion students over the moon**

A fashion design student from Nottingham Trent University walked away with first prize in one of the country's most prestigious fashion design competitions last night. Ana Belen Meroño was named winner of Fashion Awareness Direct (FAD) after a catwalk show at London Fashion Week – the third year running that the University has won the top prize. Felicity Baggett, also from Nottingham Trent University, took second place.

The brief, *Urban Holographic*, required entrants to explore the idea of space tourism, looking back at 1960s curved design and films such as 2001: A Space Odyssey, to create fashionable uniforms for galactic hosts and hostesses. Final year fashion design students Ana and Felicity were among 14 finalists showcasing their outfits at the catwalk show after being whittled down from hundreds of hopefuls from universities and colleges across the country.

Ana impressed the jury with her sophisticated and highly polished designs. Her first garment was a structured jacket featuring a digital Op-Art print, while the second outfit paired a cosmic cloud print dress with an 'armour' inspired layering. She now receives £2,000 and an industry placement with designer and FAD Frontline member, Paul Costelloe.

Ana, based in Nottingham Trent University's School of Art and Design, said: "I was so excited when my name was read out, I really didn't expect it to win first prize. The competition was extremely tough, and seems to get more so every year, so I'm absolutely delighted to have won."

Dolly Jones, editor of Vogue.com and one of the judges, said: "Ana's outfit wasn't alienating in its flamboyance, it was actually rather a beautiful thing to wear as well. You could see it translating into real life which I think is essential because when you are trying to reach people who aren't in fashion, you want them to be inspired and make them feel they want to wear those clothes. The other amazing thing for me was the quality of the finish. It had been really, really well put together and the print was absolutely gorgeous."

Felicity's menswear collection, meanwhile, was inspired by space suits, featuring subtle planetary patterns and vacuum-moulded spheres. She received £1,000 and an industry placement with UK designer, Margaret Howell.

Their success follows that of Nottingham Trent University's Terri Cohen and Alicia Stone, who won the competition in 2007 and 2008 respectively.

Gilly Staples, Fashion Design Course Leader at Nottingham Trent University, said: "We are absolutely delighted with this result as both Ana and Felicity have worked extremely hard and fully deserve the recognition for their creative response to the brief. To win this competition for the third year running demonstrates how our students respond to this innovative design brief, to think conceptually and produce both directional fashion statement pieces that are also beautiful to wear."

Judges included Dolly Jones; Esther Lutman, curator of The Space Age exhibition at the V&A; Jeremy Curtis of the British National Space Centre, Martyn Roberts, director of Vauxhall Fashion Scout; and designer William Tempest.

ENDS

**Notes for editors:** Nottingham Trent University is the top new University in the UK according to the Good University Guide. The recent Research Assessment Exercise (RAE) saw the University once again confirm its reputation as an international research institution. For art and design, results showed that the majority of research at the University was of international quality, with some judged to be world-leading. For more visit [www.ntu.ac.uk](http://www.ntu.ac.uk).

Fashion Awareness Direct is a creative charity supporting young people to bridge the gap between industry and education. Now in its eighth year, the FAD competition is dedicated to highlighting and supporting undergraduate talent. Past FAD finalists now work for companies such as Coast, All Saints and Harrods, as well as high-profile designers Vivienne Westwood and Jean Paul Gaultier. For more visit [www.fad.org.uk](http://www.fad.org.uk).

FAD Frontline includes designers and professionals in the wide sector of fashion industry who have supported and given advice to FAD through the years.

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