

FAD urban holographic competition 2009



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FAD, Fashion Awareness Direct are a registered charity committed to helping young designers succeed in their careers working on bridging the gap between study and the industry. The FAD design competition is open to 2nd and 3rd year BA/MA fashion students in the UK. Running since



2001, the competition sees fashion industry professionals offer work placements, the event is also covered by press and held at prestigious buildings from the V & A Museum and Shoreditch Town Hall to the Institut Francais. This year the final will take place on the Vauxhall Fashion Scout catwalk during London Fashion Week in February 2009 where the designers will be given the chance to showcase their designs.

Last year Alicia Stone of Nottingham Trent University scooped the 1st prize with her interpretation of the Chinese Pagoda in Kew Gardens landing herself a work placement at prestigious Spanish brand, Hoss Intropia in Madrid.

"These young people desire real-life challenges and that is just what the FAD Competition provides" Andy Powell – EDGE

The 2009 FAD competition design brief literally is out of this world and homes in on the creative minds of the designers; the Urban Holographic theme involves looking at retrofuturism, refraction, mirroring of light and the exploration of planets. The mission as it is called asks for designers to consider space tourism as the new form of travel and therefore they must create chic space host/hostess uniforms; which must include the inner persona (reflecting the planet they're born under) and the outer persona (reflecting your preferred planets attributes and qualities). The FAD have put up a list of genres that the designers can use to influence their uniforms including music, film, dance, art, science, colour palettes and books.

In order to compete in the competition colleges/universities must register by 17 October 2008. Students must then provide 2 A3 illustrations (showcasing the front and back of their design) including swatches, a research sketchbook, a written explanation of their design (200 words) and a business plan by 26 November 2008. Prizes focus on working in the industry with all finalists