

**NOTTINGHAM STUDENT THROUGH TO FINALS IN LONDON FASHION WEEK**

**Alice fashions designs on family tragedy**

A FASHION design student is through the final of a prestigious competition that could see her thrown into the spotlight of world couture. Nottingham Trent University student Alice Pearce, 23, has beaten hopefuls from 34 universities and colleges to take a place at London Fashion Week on February 22. Selected from over 100 entries she was one of fourteen finalists who will see their designs showcased at Vauxhall Fashion Scout, as part of the off-schedule catwalk event. The students are supported by creative charity Fashion Awareness Direct which helps young people to bridge the gap between education and industry. They were asked to look back and explore the concept of memory to create a fashion legacy for future generations. Alice's creations were inspired by her family history with both grandparents as sufferers of Alzheimer's disease. She said: "It is a confidence boost because as a student you wouldn't normally get to see your work on the catwalk in London Fashion Week." Alice is in her third year at Nottingham

Trent University studying an honours degree in fashion design. The classic forties style jigsaw coat represents missing parts of her grandmother's memory. Alice said a shift chiffon dress with tiny laser cut holes symbolised the blank spots in the mind with tiny pockets of recollections. She said: "In my mind, it demonstrates how fragile memory is and the gradual breakdown you go through if you have the disease." "She was like a shadow of herself and didn't know me. She was just a shell. That's why I designed the jacket as a puzzle." "She started with a complete memory puzzle but bit by bit she lost a piece and then another. It was very sad." The winner of the competition will receive £2000 and a work placement. Alice saw the sad progression of her grandmother's disease for nine years. She said even if she doesn't win the prize her work will help highlight the need for more research into Alzheimer's disease. "It is a drain emotionally on families and it's a shame that it is not more widely understood."

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