



Fashion Awareness Direct

*Creating fashion futures*



### **2009: A Fashion Odyssey for Ana**

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A TALENT for futuristic design and an eye for a space-age look have earned a Nottingham student one of the country's most prestigious fashion design prizes.

Ana Belen Meroño, of Nottingham Trent University, was named winner of Fashion Awareness Direct (FAD) after a catwalk show at London Fashion Week.

It is the third year running that the university has won the top prize.

Felicity Baggett, also from Nottingham Trent, came second.

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.

They created fashionable uniforms for galactic hosts and hostesses.

Final-year students Ana and Felicity were among 14 finalists showcasing outfits at the catwalk show after being whittled down from hundreds of hopefuls.

Ana now receives £2,000 and an industry placement with designer Paul Costelloe.

Ana, based at the university's School of Art and Design, said: "The competition was extremely tough and seems to get more so every year, 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."

Ana and Felicity's 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 the 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 directional fashion statement pieces that are also beautiful to wear."

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