



Fashion Awareness Direct

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the art of fashion, the culture of fashion, the future of fashion



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### Fab Flash: Fashion Awareness Direct 2008

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On Wednesday night the [Fashion Awareness Direct](#) awards took place celebrating the best young design talent from across the country. Alicia Stone, 21, from Nottingham Trent University (below left with her design) walked away with the top prize for her 'wearable, buyable and covetable' outfit. The design brief requested that students should create one outfit that could be transformed through additional layers, altering its silhouette to create a new outfit from the original piece. Alicia won £2000 and a work-placement in Madrid with prestigious Spanish brand [Hoss Intropia](#).



Second prize went to De Montfort University student Jemma Simmons, 21 (above right with her design) whose design mixed prints and bold colours to create a unique on-trend jumpsuit.

The judging panel included Melanie Rickey (Fashion News and Features Editor, [Grazia](#)), Luisa de Paula (Buying & Merchandising Director, [My-wardrobe.com](#)), and Francesca Forcolini (owner of acclaimed London boutique, [Labour of Love](#)).

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