

SALFORD FASHION VOID

Star date: 21st February 2010

CLOTHES THAT SAY 'SEE YA!'

"It's the void that's left; the cube shapes represent the room they left behind." *Emma Liddell*

The gaping hole that's left behind when people go elsewhere has inspired two collections of clothes by University of Salford fashion students. And the inspirational designs have got them to the final of the national Fashion Awareness Direct competition.

With the amount of houses that are being bulldozed around the University the students should find a ready market for their clothes.

Full story here...



THE DEVIL WEARS SALFORD

Two **Salford University** students, **Richard Thorner** and **Emma Liddell**, are among 14 finalists for the **Fashion Awareness Direct (F.A.D) Competition and Awards 2010** which takes place tomorrow. Entrants had to design two outfits each, one representing a personal memory as an individual and the other a collective memory, either of family, a group, or a nation.

Emma got her inspiration from her brother leaving home but it could have been any Salford community or family breaking up...

"I based my concept on the absence of one of my family" says **Emma** "It's the void that's left; the cube shapes (in the designs) represent the room they left behind."

Richard Thorner's designs reflect looking at the perfect family and having to leave everything behind with only your school uniform on your back, so he created outfits on 'your first day at school'.

The two hopefuls have been selected from over a hundred entries, and have beaten stiff competition from 34 universities and colleges nationwide. This is the ninth year the competition has run and it aims to link industry to universities and make it easier for students to step into the world of fashion as a career.

But would anyone be seen in the clothes round Salford Precinct?

"I would definitely wear the designs, they are unique and individual, although I don't know if all Salfordians would wear them" says **Beth Larkin**, a Forensic student from Salford University "It's nice young people from Salford are being recognised for their talents – I give them the thumbs up!"

The event, taking place on **Monday 22nd February**, will showcase the students' designs at **Vauxhall Fashion Scout**, which searches for the UK's new talents and accessory designers, and will be part of the off-schedule catwalk event.

Past **F.A.D** finalists have had great success in their fields going on to work for well-known companies such as **Vivienne Westwood, Burberry, Jean Paul Gaultier, All Saints, Coast** and **Hussien Chalayan**.

"I think it is the most amazing opportunity I have ever had" says last year's winner, **Ana Belen Meroño** "Because of this competition, I will probably have the opportunity to find a good job, to have contacts with the industry. It was such a good experience. I'm never ever going to forget this moment."

This year's winner will receive a prize of £2,000 and a top industry placement. Two runners up will also receive £1,000 and a work placement. They'll also have a chance to work with fashion names **Paul Costelloe, Margaret Howell** and **Hoss Intropia**.

Hopefully, it's time for Salford to be put on the fashion map.

For more information and to support our Salford finalists visit
<http://www.fad.org.uk>.

Words and photo: Dawn O'Connor

Salford Star, 21st February 2010