

MONDAY, 23 FEBRUARY 2009

2009 FAD Competition & Awards



Fashion Students prepare for galactic debut at London Fashion Week Fourteen fashion students have beaten hopefuls from 24 universities/colleges nationwide to win a coveted place in the 2009

FAD Competition final, set to take place at Vauxhall Fashion Scout on 24 th February 2009.

The fourteen finalists from universities such as Nottingham Trent, Central Saint Martins and De Montfort, will present a collection inspired by this years challenging brief: 'Urban Holographic'.

For 2009 FAD asked students to explore the concept of Retrofuturism and space tourism; looking back at 1960's curved design and films such as '2001: A Space Odyssey' to create fashionable 'uniforms' for galactic hosts/hostesses. In the final each young designer will present two outfits, drawing inspiration from the planets and solar system for colour, print and embellishment.

This year's jury encompasses a dynamic panel of fashion experts and space specialists including Dolly Jones, Editor Vogue.com, Esther Lutman, Curator of The Space Age exhibition at the V&A, Jeremy Curtis of the British National Space Centre, Martyn Roberts, Director of Vauxhall Fashion Scout and one of 2009's hottest new designers, William Tempest. The winners of the FAD Competition will be announced on the evening of the event with the first prize winner receiving £2,000 and a top industry placement.

The two runners up will receive £1,000 each, as well as a work placement.

FAD (Fashion Awareness Direct) is a creative charity supporting young people to bridge the gap between industry and education. Now in its 8th year, the FAD Competition is dedicated to highlighting and supporting undergraduate talent.