



Fashion Awareness Direct

Creating fashion futures



News

David becomes first boy to win catwalk award

by Emma Lee-Potter

Every year thousands of teenagers set their hearts on careers in the highly competitive fashion world.

But 24 up-and-coming young designers from schools and colleges in London and Manchester could be a step closer to achieving their dream after making it to the final of a prestigious fashion competition.

Run by creative charity FAD (Fashion Awareness Direct), a not-for-profit organisation that aims to bridge the gap between education and the fashion industry, the 2010 FAD Junior Awards were held in London earlier this month.

The finalists, aged 16 to 19 and all taking A levels or BTECs in art or design, saw their cutting-edge designs showcased by top models on the catwalk during London Fashion Week.

In the months leading up to the event they had attended a series of workshops with fashion designers and other industry professionals.

They learned about the complete design process, from initial research at London's V&A Museum to producing technical drawings and making their own patterns and garments from scratch. They also spent a week at FAD's summer school at the University of East London,

where they had just five days to create their final designs.

On the night of the awards, the top prize went to David Short, a 17-year-old student at Lewisham College in south east London. David, the first boy in the event's six-year history to win, was awarded a design placement with London-based design company Religion.

The three runners-up were Andre Augusto, 18, from Hampstead School in north west London, who scooped the creative pattern-cutting award, Karmen-Marie Parker, 17, from St Angela's and St Bonaventure's Sixth Form in Newham, east London, who won the award for commercial innovation, and Sarah Kilkenny, 18, from Ashton Sixth Form College in Tameside, who was presented with the research award for her sketchbook work and illustrations.

"It's amazing to give young people an insight and an opportunity to see what fashion is all about," said Naomi Dominique, design director at fashion chain River Island. "Britain is the best country in the world for fashion and getting people involved at a younger age is brilliant."

For more on the FAD awards, visit www.fad.org.uk

Fashion champion: David Short with a catwalk model showing off his creation

