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Talented Young Designers prepare for London Fashion Week Debut

The Winner Takes It All

This September sees the return of the 4th Fashion Awareness Direct Junior Awards proudly showcasing the talents of the fashion industry's future, with a priceless prize up for grabs.

London Fashion Week is the limit. Or at least it is for the 22 youngsters making their debut attempt to breakthrough in the fashion world this summer. Guided by the intensive training of the FAD Fashion Futures 2 Summer School held the fashion student's Mecca: Central Saint Martins the students go head to head for a taste of fashion - fuelled success.



Running from the 14th-18th July, FAD fashion futures presented the youngsters a cutthroat deadline of just 7 days to bring their creative visions to light, for a shot at first place at the 4th FAD Junior Awards taking place on 17th September at Vauxhall Fashion Scout as part of London Fashion week.

Faced with FAD's brief of using ancient Chinese art forms to inspire a contemporary outfit garment fit for front row at Shanghai Fashion Week, it was time for the young designers to step up. Alongside studying for their A-Levels or BTEC diplomas the hand selected group representing a total of 15 London boroughs all hoping for a taste of the winning position.

Not only are the 16 to 18 year olds competing for first place there is also a valuable work placement up for grabs. The short listed group will have the opportunity to travel to Barcelona to get a taste of the design studios of Mango - FF2's retail partner for 2008. The youngsters face the judges who include Mimi Tran - Mango's merchandising director and John Walford, director of Vauxhall Fashion Scout on 17th September that will see all their hard work culminating in an eagerly anticipated catwalk display.

With the support of 'fashion front liners' such as Chris Elshaw, mastermind behind Revlon, designer Elspeth Gibson and 'Queen of Cashmere' Belinda Dickson OBE to name but a few - there seems no place better to breed creativity than the FAD. The workshops aid underprivileged youth to hone their creative skills and nurture their talents in order to reach their goals. With an overall goal to continue to breed cultural creativity and to burn the torch for adolescent fashion, FAD certainly is paving the way for young, talented designers.

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