



Fashion Awareness Direct

Creating fashion futures



Florence Melrose's design

Dulwich girls at fashion week

By Oliver Pugh

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DULWICH: Three students from Southwark saw outfits they had designed and made showcased on the London Fashion Week catwalk, as part of a national awards final last week.

Peckham resident Florence Melrose, who attends The Charter School, showcased a mustard yellow, panelled mini dress, while Harris Girls' Academy East Dulwich student Lauren Hobby's tailored jacket featured square shoulders and adjustable lapels.

Yashoda Rodgers, also from The Charter School, had produced a modern party dress, with copper wire collar, which was said to be a favourite with industry guests.

Out of 130 competitors, the three Dulwich girls had made it through to the finals of the Fashion Awareness Direct junior awards and showed off their clothes, inspired by the V&A's new Medieval and Renaissance galleries, in front of local celebrity designer Zandra Rhodes and retailers M&S, River Island and John Lewis.

The 24 finalists had spent just five days designing and producing the clothes, with the help of tutors, technicians and student mentors, from a summer school held at the University of East London.

Applications for the 2011 Fashion Futures 2 project are now open. Schools, organisations and industry volunteers who are interested in participating should contact F.A.D directly.

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Fashion Awareness Direct (FAD) is a registered charity (charity number 1112095).
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