



Fashion Awareness Direct

Creating fashion futures



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

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INSPIRATIONAL TEENAGERS

Whoever said the youth of today are just a bunch of feckless layabouts? Here, we introduce six shining examples of young talent at work

by Charlotte Philby



KATERINA DRURY
FASHION DESIGNER
AGE: 18

GROWING UP IN

London's New Cross, Katerina Drury wanted to become a criminologist. To this end, she took up A-Levels in sociology,

psychology as well as geography and art, but failed the first three subjects in year 12. "At that stage, I opted for photography and textiles. I had always been interested in fashion and clothes-making, and soon I got really into my new course."

A few months later, pupils in Katerina's class at Lewisham College were offered the chance to compete for the Fashion Awareness Direct 2009 award, set up by a charity supporting young designers in fashion. Katerina applied, and started taking Saturday classes at college, during which she developed design concepts and went on research trips to various museums and galleries.

"We were given a brief for the competition," Drury says: "We had to design for a singer or musician. I chose Lady Gaga because I like the way she styles herself with lots of creativity." For her submissions, Drury made a leotard with a leather collar and a low backline. In the initial stage, the applicants

were asked to show a mock-up of their design to a panel which included bigwigs from *Vogue* online. The jury chose their favourite 23 pieces, of which Katerina's was one; she was secured a place on a five-day course at Central Saint Martins college where she would make up her design. "I learnt so many new things, working with the teachers and students there," she says. "It was really fun."

The results of the competition were announced at Vauxhall Fashion Scout, a part of London Fashion Week that was dedicated to up-and-coming designers. Here, the designs by the 23 entrants were displayed on the catwalk. At the end of the show, five winners were chosen within different categories, with one prize for the overall winner. "I couldn't believe it when they called out my name," says Drury, who won the top prize. "I felt really excited."

In the next few weeks, Drury starts an internship working under the editor-in-chief at *VoD* magazine. "I'm really excited about the opportunity," she says, although she hopes to use the experience as a chance to explore fashion photography too. "I love fashion and I love photography, so it could be the perfect marriage." →

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