

FASHION SCOUT DAILY BLOG

VAUXHALL
fashion scout

TUESDAY, 23 FEBRUARY 2010

FAD



Winner: **Rasa Abramaviciute**, Middlesex University



First runner up: **Alice Jane Hutton**, DeMontfort University



Runner up **Rebecca Solly**, DeMontfort University



Vera Thordardottir, Istituto Marangoni

FAD (Fashion Awareness Direct) is a creative charity supporting young people to bridge the gap between education and industry. They work with students through secondary school to university and offer a realistic insight into the fashion industry which integrates art and culture in fashion design.

I spent last night at the FAD show where 14 finalists selected from over 100 entries were showcased. The Judging panel included 20th Century and contemporary fashion curator at the V&A Sarnet Stanfill, Harrod's fashion buyer Elizabeth Maluskie, Vauxhall Fashion Director John Wolford and previous winners Ana Belen Merono as well as David Koma.

FAD challenged students across the UK to explore the concept of memory to create a future fashion legacy. Each designer had a mini collection of two outfits within the brief of 'Traces'. To reflect the diverse background of each student, one outfit was designed with a collective memory in mind the other a personal one.

Thankfully my favourites were in the final four, a Special Mention went to **Vera Thordardottir** from the Istituto Marangoni, her jellyfish looking skirt wobbled with every move, recycled fabrics with Tyvek film paper and silicone. She won a placement with William Tempest.

Runner up **Rebecca Solity** from DeMontford University showed peasant ruffled layers dresses with faces printed all over in cream and pale murky green. Billowing fabrics restrained with a wide waisted belt with large side pockets. She has won a work placement with Jonathan Saunders as well as £1000 prize.

First runner up was **Alice Jane Hutton** from DeMontford University who showed shoulder padded graphic printed cropped silk tops. The petal purple and creamy green check prints with black and white marble effect leggings. Oversized Perspex jewellery and headband bow. Hutton won a placement with Paul Smith and £1,000.

The final winner was the well deserved **Rasa Abramaviciute** from Middlesex University with Aboriginal inspired textured graphic prints and patchwork rug effect dress. Both dresses and jacket were in earthy tones of brown and grass green. Abramaviciute won the coveted placement at Vivienne Westwood and £2,000 prize.

All 14 finalists did an outstanding job as they had approximately two weeks to make the outfits and it was refreshing to witness the raw talent that the fashion colleges of the United Kingdom have to offer. I look forward to seeing more from these designers, hopefully they can follow in the footsteps of Ana Belen Merono and David Koma.