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Home-News-FAD Preview



A piece by finalist Rebecca Thompson

Previous Story  
Armani On Stage

Next Story  
Chanel On Film

## FAD Preview

LUCY ARCHIBALD | 17 February 2010 | 0 Comments

FOR almost a decade the FAD competition has offered talented fashion graduates a platform from which to be seen and succeed - with FAD alumni going on to work for labels including [Vivienne Westwood](#), [Hussein Chalayan](#), [Burberry](#), [Aquascutum](#) and [Jean Paul Gaultier](#) - and this year's competition is shaping up to be no less hotly contested.

On February 22, the fourteen finalists from top fashion schools including Central Saint Martins and DeMontfort, will present a collection around the evocative theme of *Traces*. Each student has produced two outfits - one inspired by personal memory and the other by the narrative of collective memories - and those inspirations are

rich and varied.



**Fashion FAD**  
The next fashion one to watch is announced

Alice-Jane Hutton (DeMontfort University), draws on her mother's childhood in Detroit while Alice Pearce's (Nottingham Trent University) thoughtful entry "The Fabric of Her Mind" considers memory loss, sensitively drawing on her experience of growing up with grandparents who both suffered from Alzheimer's.

The judging panel - which includes Sonnet Stanfill, 20th century and contemporary fashion curator at the [V&A](#); Elizabeth Mcluskie, [Harrods'](#) fashion buyer; young designers and previous FAD winners Ana Belen Meroño and [David Koma](#), and John Wolford, director of [Vauxhall Fashion Scout](#) - must select a winner to be awarded the £2,000 prize plus a top industry placement. Two runners up will also be awarded a placement and £1,000.

Every year the standard has risen and the competition has been tougher; so what will the judges be looking for this year? Ana Belen Meroño said she was looking for "creative work with imaginative flair", while, coming from a commercial background, Elizabeth Mcluskie stressed the need for wearability: "are these clothes that women would really want to wear?"

Visit [www.fad.org.uk](http://www.fad.org.uk) for more information.