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Winner Ana Belen Meroño with one of her designs

Fashion FAD

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AFTER much debate and deliberation - and at the end of a week of highlights for British fashion innovation - the winner of the 2009 FAD competition was announced last night. Originally from Madrid, Nottingham Trent fashion student Ana Belen Meroño, was chosen from 14 hopefuls representing universities and colleges across the UK. The panel of judges included VOGUE.COM's editor, Dolly Jones.

"I was so excited when my name was read out, I really didn't expect it to win first prize," Meroño revealed. "The competition was extremely tough - and seems to get more so every year - so I'm absolutely delighted to have won."

Working within the challenging brief of *Urban Holographic*, entrants were asked to research films such as *2001: A Space Odyssey* to create uniforms for galactic travellers. Meroño's designs received a unanimous vote from this year's panel, winning her £2,000 and a work placement with designer and FAD Frontline member, Paul Costelloe.

"Ana's outfit wasn't alienating in its flamboyance and was actually rather a beautiful thing to wear as well," Dolly Jones explained. "You could see it translating into real life which I think is essential because when you are trying to reach people who aren't in fashion, you want them to be inspired and make them feel they want to wear those clothes. The other amazing thing for me was the quality of the finish."

Lauren Milligan