



Fashion Awareness Direct

Supporting and promoting
the art of fashion, the culture of fashion, the future of fashion

VOGUE.COM

DAILY NEWS

SEARCH OUR ARCHIVE

SEARCH

NEWS ARCHIVE

2008 FAD COMPETITION



Alicia Stone's winning design

◀ PREVIOUS

NEXT ▶

THE LATEST FAD

AGED just 21, Nottingham Trent University student Alicia Stone is set for big things in the fashion world after scooping the top prize in this year's **Fashion Awareness Direct (FAD)** design contest.

She beat off stiff competition from eleven other finalists - among them Jemma Simmons, 21, from De Montfort University and Sophie Willett, 20, from Central Saint Martins, who took home second and third prizes respectively - to impress a panel of fashion industry judges, which included MY-WARDROBE.COM's buying and merchandising director Luisa de Paula and boutique owner Francesca Forcolini.

The jury unanimously agreed that Stone's oriental-inspired outfit fit the design brief of "creating an outfit that could be easily transformed into a second outfit using layers to change the silhouette". She takes home £2,000 for her efforts, as well as securing a work placement at Hoss Intropia in Madrid.

"I am so, so happy and grateful to FAD for giving me this opportunity," Stone told us. "The cash prize will definitely help with my final year collection and I am really looking forward to going to Madrid. During the evening FAD put me in touch with many people who offered me even more opportunities - I had a fantastic night."

FAD is an educational charity founded in 1997 with the aim of providing a means for youth to bridge the gap between education and industry, and its annual fashion show is its flagship event - one, de Paula believes, is an invaluable resource for established and fledgling designers alike.

"It's really important to support events such as the FAD competition as the fashion industry is incredibly competitive and students need the experience and feedback gained from the process of research, the making of the garments and presentation of their ideas," she added. (April 24 2008, AM)

Leisa Barnett