

# GENERATION NOW

## FAD: shaping Fashion Futures

CASSIE FITZPATRICK, WGSN 09.10.08

**Teen designers from the 4th FAD Junior Awards took to the catwalk during London Fashion Week. Alongside showcasing young design talent the show also highlighted the excellent work of the FAD organisation. WGSN reports.**



Participants in FAD 4th Junior Awards



4th FAD Junior Awards Winner Aysha Simpson accepting award

Set up in 1997, Fashion Awareness Direct (**FAD**) is an educational charity which organises workshops and competitions for promising young design talent. Participants get the unique opportunity to meet and learn from fashion industry professionals and put their newly acquired skills into practice during workshops and other interesting projects.



Jury members at work



Paul Costelloe

**FAD is supported by a number of well respected and well established professionals from the fashion industry**, including designers Elspeth Gibson, Paul Costelloe and Belinda Dickson (OBE).



Elspeth Gibson with her assistant, FAD's Maria Alvarez and finalist Ken Q-Lam



Vanessa Denza MBE

Other long-term supporters include Chris Elshaw, Managing Director of

### Fact file

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- Since becoming a formally recognised charity two years ago, Fashion Awareness Direct has been working to promote education through fashion with a series of exciting projects.
- A break from the FAD Awards undergraduate competition last year was a strategic move to enable the team to develop Fashion Futures 2. This initiative consists of workshops and a sister competition, the FAD Junior Awards, aimed at 16 and 17 year olds, especially those living in underprivileged areas of the UK.

Revlon, and Vanessa Denza, who was awarded an MBE in 2004 for her outstanding contribution to the British fashion industry for over 30 years.



April Evelyn-Cooper from Fashion Futures 2

Ken Q-Lam from Fashion Futures 2



Design work Fashion Futures 2

Central Saint Martins student mentor and Samantha Sommers

One of FAD's main objectives is **"to engage young people, especially those from underprivileged backgrounds, in creative and artistic workshops, which enhances their opportunities for employment and/or higher education"**.

Over the years, the work of FAD has grown and now comprises three main competitions/projects. These include:

- FAD Competition for undergraduates and university students.
- Fashion Futures 2, a project which consists of 10 weeks' of Saturday morning workshops and culminates in the FAD Junior Awards for A level/BTEC level Textiles/Art students aged 16-19.
- Fashion Futures 1, a series of workshops designed for Year 10 students aged 14 or 15.

Helping inspire participants to realise and achieve their personal, academic and professional goals, **taking part in a FAD workshop can really kick-start future careers.**



Daisy Boateng, finalist from the 2nd FAD Awards

**Daisy Boateng was a finalist in the 2nd FAD Junior Awards.** Taking part in FAD helped Boateng realise her fashion ambitions and she is now in the second year of a Fashion Promotion and Imaging degree. **Boateng found FAD an extremely positive experience,** "Taking part in the competition helped me far beyond what I expected," she said.

Since participating, Boateng has also helped with other FAD shows as a guide, host, part of the backstage crew and as a model.

**"Every year, the charity gets better and the talent improves and I am very proud to be able to say I have been a part of it,"** she said.



Tomas Vlachioties, participant in the 2003 FAD competition

**Tomas Vlachioties** took part in the 2003 FAD competition and has now **launched his own label**. Although he didn't win, the FAD organisation offered Vlachioties a placement at the Royal Opera House in the costume department.

**Vlachioties has a close relationship with FAD and has judged the FAD awards on three separate occasions.**

"More recently I was asked to help with the FAD Fashion Futures programme, aimed at giving young students a realistic view into the world of fashion. It was a lot of fun working with these kids and a pleasure to see how passionate they all were about the work."

Other FAD success stories include **Radka Podolska, who now works at Vivienne Westwood, and Terri Cohen, winner of FAD Competition 2007, who now designs for the All Saints brand.**

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