


Zig zag look bags place in competition final for budding fashion designer

Students across the country competed in the Fashion Awareness Direct and Missoni competition

 Amy Denman
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Let's be honest, we all love to strut down our local to show off our fresh garms. So think how amazing it would be to showcase your outfits on a catwalk.

This is exactly what some students did, with the help of Fashion Awareness Direct and Missoni.

The charity FAD has put on an annual design competition for 16 years so students from across the UK can showcase their work.

Entrants were given the brief art, design and colour to work from and knitwear brand Missoni told contestants to 'take the Missoni approach'.

About 120 entries were whittled down to just 20, from 16 universities. Those who made it to the final saw their creations modelled in an event during London Fashion Week.

Emma Etchells, from Liverpool John Moores University, was one of the 20 finalists in the competition. Her designs took a twist on the Missoni's colourful crochet zig zag knits, contrasted black with white and used an array of pastel colours.

However, it was Nottingham Trent University's Amy Carter who took the crown. Her sporty designs had interchangeable separates, inspired by the mechanical sounds of knitwear machinery.

Amy said: 'It was amazing to win. Just to see my work on the catwalk at London Fashion Week is like winning, so winning overall is just amazing. 'I never expected to win, ever. I've learnt so much from making my collection for FAD.'

Winner Amy was awarded £1,000. Liz Griffiths, head of creative textile and design research at Missoni said: 'All the contestants had something to say, they are all talented in different ways and we can only hope that they will continue their path to success as future fashion designers.'