



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

FASHION AWARENESS DIRECT

2009 FAD COMPETITION – URBAN HOLOGRAPHIC

Launch

Fashion Awareness Direct (FAD) is a registered charity committed to helping young designers succeed in their careers and to bridge the gap between college and industry. The FAD Competition - for 2nd & 3rd Year BA & MA fashion students at colleges across the UK – aims to further this ideal.

History

The FAD Competition has been running since 2001. Top designers, the fashion industry and fashion press have supported it by giving work placements, being part of the jury and covering this event.

The FAD Competition final always takes place at prestigious venues in London such as the V&A Museum, The Music Room, Shoreditch Town Hall, Institut Français and Delfina Studios.

In 2009 the final show of the FAD Competition will take place during February London Fashion Week at the Vauxhall Fashion Scout, giving the students a unique opportunity to showcase their design as part of the UK's most prestigious fashion event.

Competition prizes include cash prize and much sought after work placements.

Entries

FAD supports the ideals of creativity, innovation and originality in the design and making of fashion. Entries will be judged according to the following criteria:

- Research into and interpretation of the brief
- Translation of the brief into fabric research
- Translation from sketch into garment & sewing skills
- Originality and creativity of the two designs - harmony and balance
- Presentation of the project
- Adherence to FAD's ethos: "creating a culture which promotes the dignity, true worth and beauty of the individual"

Support to students

In order to help students in their research, a presentation developing various aspects of the brief will be available from FAD to registered colleges/students upon request. Entrants will also be asked to prepare a Business Plan.

Students are now encouraged to research the List attached with the brief.

2009 FAD COMPETITION - URBAN HOLOGRAPHIC RETROFUTURISM, REFRACTION AND MIRRORING OF LIGHT

The Future mirrors the Past in RETROFUTURISM. Design rewinds to early space age.

Retrofuturism is a vision of the future from the past, which suddenly looks very contemporary - as in *2001: A Space Odyssey*. Retrofuturism brings a curved form to design.

- Look at refraction and mirroring of light – use reflective fabrics and quilting as a repetitive and holographic way of showing the nature of fragmentation as a whole.

- Become a cartographer and map the solar system with a matrix of quilting and repetition of techniques as a system of “new layering”.

- Explore the Galaxy and image the contours of the planets.

We ask you to select two planets and look into their personalities e.g. colours, contours, gases, moons, rings, environment and femininity or masculinity.

THE MISSION

Space tourism is considered the new form of travel and a space host or hostess is the ultimate in uniform chic.

You will construct two outfits to give uniform a completely far out meaning.

UNIFORM 1 INNER PERSONA

THIS STRUCTURE WILL PORTRAY AND REFLECT THE PLANET THAT YOU WERE BORN UNDER AND ITS PERSONALITY

UNIFORM 2 OUTER PERSONA

THIS STRUCTURE WILL REFLECT YOUR PREFERRED PLANET, ITS ATTRIBUTES AND QUALITIES THAT YOU ADMIRE.

THE STRATEGY

Explore new, experimental processes - as in the 60s, a decade born out of an illuminating space age when dresses and coats were cut to form sphere shapes and structured volumes.

Hot planets may invite a heat treatment to be given to the fabrics e.g. laser. Cold planets will invite a cold treatment to be given to the fabrics, such as freezing.

Clean structures panelled together in sections and lines of expressive repetitive stitching create a shape to contain and protect you from the climate of your planets.

Flat pattern cutting will enable you to give your designs an unusual creative twist.

THE RULES

FAD JUDGES ARE LOOKING FOR AN INTELLIGENT DESIGN THAT PROMOTES THE DIGNITY OF THE WEARER AND RELIES ON TEXTILE CONTENT AS AN INTEGRAL PART OF YOUR CONTEMPORARY, CREATIVE DESIGN.

THE LIST

THE LUMINARIES - SUN, MOON

THE PLANETS - MERCURY, VENUS, MARS, JUPITER, SATURN, URANUS, NEPTUNE, PLUTO

THE SPACE TRAVELLER - PER WIMMER

THE DESIGNER - ANDRE COURREGES

- 1964 MOON GIRL LOOK

- 1968 SPACE AGE COLLECTION

THE ART – OP ART - BRIDGET RILEY et AL

THE EPICENTRE- LONDON AND PARIS AND THE MOON

THE YEARS - 1964-69

THE VEHICLE – ROCKET OR SCOOTER

THE MUSIC – HOLST, THE PLANETS, JEAN MICHEL JARRE, OXYGENE

THE FILM – 2001: A SPACE ODYSSEY

THE UNIFORM – AIR STEWARDESS meets STER TREK

THE DANCE – THE TWIST

THE BALLOON – HELIUM

THE PALETTE - SILVER, BLACK, WHITE AND GREY PLUS THE COLOUR OF YOUR PLANET

THE SHAPE - SPHERICAL

THE TOY - SLINKY

THE BOOK – THE PETIT PRINCE – ANTOINE DE SAINT - EXUPERY

2009 FAD COMPETITION - GUIDELINES

Eligibility

1. Participants must be 2nd & 3rd year BA or MA studying Fashion or Textiles at UK college/university.
2. Each college is allowed a maximum of three applications from BA courses and three from MA courses.

Submissions

Submissions should consist of two A3 illustrations, each one showing the front and the back of the two categories and including suggested swatches for each category, a research sketchbook, a written interpretation (max. 200 words) and a business plan following the format given by FAD (please contact FAD for details).

Deadlines

Entries should be sent by hand or registered mail to Fashion Awareness Direct, 10a Wellesley Terrace, London N1 7NA, by 26th November 2008 - No entries will be accepted after that date. For hand delivery please contact FAD.

The names of the finalists will be announced by 9th December 2008. Each finalist will be asked to make up the two complete outfits, one from each category, and they will receive an allowance of £100 to help them towards the making of the garments. Garments should be made and delivered to FAD by 5th February 2009. This date will be final and if finalists are not able to deliver by that time, they should inform FAD who reserve the right to accept or reject the entry. Finalists should make up the garments following closely the illustrations and interpretations sent earlier. If this is not followed FAD reserves the right to ask for the garments to be re-made or withdraw them from the catwalk.

Presentation of the Prizes

The finalists' entries will be exhibited and the made-up garments modelled at the 2009 FAD Competition Awards during February London Fashion Week at the Vauxhall Fashion Scout. The winners will then be announced and the prizes awarded.

FAD will style the outfits following very closely the illustrations sent by the students, and will take into account their suggestions. However, please note that ultimately, FAD has the final say on how the outfits are presented on the catwalk.

Selection Panel

The panel of judges will represent different sectors of the fashion industry, including fashion designers, journalists, consultants, retailers and artists and a representative from our sponsors. The judges' decision is final.

Prizes

First prize: £2,000 plus a work placement.

Two runners-up: £1,000 each plus a work placement.

All the finalists will also be offered work placements on FAD's summer projects.

Registration

Colleges should register their interest in participating by e-mail on info@fad.org.uk to FAD before 17th October 2008. There is no registration fee.

Colleges are also welcome to use the competition brief as part of their curriculum, but they should inform FAD. For further information please contact Reyes Lora on 020 7490 3946

London, 4th September 2008