



Fashion Awareness Direct

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

7th FAD COMPETITION

EXPANDING THE BRIEF

FAD'S urbane obsession continues with a leap across the silk routes to the Far East, China to impress on students the vastness of the wealth of culture cultivated over centuries and stretching across the timeline and dynasties of 8000 years.

We look at how the East and West communicate and the subtexts that become an actual, resulting in a transfusion of colour and a dialogue that transcends the normal sphere of reference points.

Students are asked to draw parallels with the architectural blueprint of the Chinese pagoda in Kew Gardens by laying the blueprint on to the fabrics and to correlate with conventional clothing patterns to create a hybrid garment and to label it with your own creative name.

For the second part students are asked to create a paradox by transforming the previous hybrid into another garment by the addition of 3 layers altering the silhouette and significance of the meaning and ambience of the structure.

The research and conclusion should reflect upon the feeling of an architectural space, namely The Chinese Pagoda and the components within and without the space, relating to the environment, in this case Kew Gardens via Beijing.

The label becomes an integral part of the brief and the evolution of this is to sustain your creative business. You will inform us with your own very specialized business plan, which FAD will help you to construct.

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