

20th February 2003

3rd FAD GRADUATE FASHION COMPETITION

Urban Avanguardia: Italian cool is back in fashion

The judges for the 2003 FAD Graduate Fashion Competition are announced as follows:

Luca Missoni, Designer, Missoni Fashion House, Italy

Darryl Jaffray, Director of Education, Royal Opera House

Suzanne Lussier, Curator of Fashion in Motion, V&A Museum

Anthony Cuthbertson, Design Director Womenswear & Accessories at DAKS

Louise de Caires, Fashion Artist, FAD

Tracey Bartlett, 2002 winner and FAD Graduate Fashion Competition from the University of East London.

(For further details on judges see separate sheet.)

The judges will decide the winner and two runners-up on 9th April 2003 at a fashion installation to take place at the Victoria and Albert Museum. The 2003 competition, which is endorsed by the British Fashion Council, is being organised by Fashion Awareness Direct in collaboration with the Italian Cultural Institute. Entitled *Urban Avanguardia: Italian Cool is Back in Fashion*, this year's competition has an Italian and operatic theme. Entrants are to take inspiration from Puccini's *Madame Butterfly*, Fortuny's designs and the city of Venice, to create two outfits - a timeless museum piece called *Past Historic* and a contemporary piece called *Future Historic*.

The 15 short-listed students come from 9 fashion colleges and were selected from the many entries sent from participating colleges across the UK. Louise de Caires from FAD comments: "It is fascinating to see how each student has interpreted the given brief and drawn on different aspects of it in their design and choice of fabrics, colours and textures." *(For details of the fifteen finalists see attached.)*

Sponsorship for the competition has been secured from Direct Image Printers, the Italian Trade Commission and M.O.T. Textiles. Kenneth Collins from M.O.T. says: "The company has been run since 1937 by three generations of the Collins family, who have always believed in supporting students and believe that the future of the industry is in their capable hands. Many students who have been supplied by us in the past have moved on to the higher echelons of the trade and we are still supplying them many years later."

Mario Fortunato, Director of the Italian Cultural Institute says: "We are delighted to be associated with the FAD Graduate Fashion Competition 2003 as this is a wonderful example of a link between art and fashion with an Italian inspiration; and equally a help to all the young students who wish to pursue a career in the world of fashion".

Fashion Awareness Direct has been organising this annual competition for three years with the aim of supporting young designers when they need it most and encouraging them to link fashion, art, and culture.

Notes on Judges

LUCA MISSONI, representing Missoni:

The House of Missoni has a special connection to the city of London: its founders Ottavio and Rosita met here in 1948. Luca's father was running in the finals of the 400 metres in the Olympics and his mother was watching. It was said of Missoni creations: 'They are museum pieces, but you can wear them' (Maria Pezzi in *Il Giorno*, 1979) and Rosita and Ottavio's work can be seen in art and textile collections across the world. In 1983 they made their debut in costume design when they created over a hundred costumes for Donizetti's opera, *Lucia di Lammermoor*, at La Scala in Milan, which starred Pavarotti. To add to their many achievements, Rosita and Ottavio received, in 1997, from the Royal Society for the encouragement of Arts (RSI), the award 'Honorary Royal Designer for Industry' and, in 1999, an Honorary Doctorate from the Central Saint Martin's College of Art and Design. At present Missoni is run by the new generation: Vittorio, Luca and their sister Angela. Luca's particular interest lies in men's fashion, knitwear and textile.

www.missoni.com

DARRYL JAFFRAY, Director of Education, Royal Opera House:

An Australian by birth, Darryl Jaffray joined the Royal Ballet Company in 1964. Later she gained a psychology degree and Postgraduate Certificate of Education. She is a Fellow of the RSA and a member of the All Souls Group. In addition to her full time post at the Royal Opera House, she writes, lectures and examines.

Each year Royal Opera House Education works with around 40,000 people of all ages, backgrounds and in geographical locations as far afield as Soweto and Bergen. Although the department's primary commitment is towards people as yet uninterested in ballet and opera, it also focuses on working with more knowledgeable audiences. Insight days and evenings precede most Royal Opera House productions. Each season six productions are given as School Matinee performances for students and teachers throughout Britain.

www.royalopera.org

SUZANNE LUSSIER, Curator of Fashion in Motion, V&A Museum:

Born in Montreal, Suzanne Lussier gained an MA in the History of Dress at the Courtauld Institute of Arts. She specialised in 20th century and contemporary fashion and is the author of *Art Deco Fashion* V&A Publications (2003).

Fashion in Motion at the V&A offers the chance to see inspiring contemporary fashion, as it bridges the gap between live catwalk shows and static museum displays. Conveying the energy of fashion as performance, models walk through the Museum's sculpture gallery wearing the latest collections by top designers.

www.vam.ac.uk

ANTHONY CUTHBERTSON, Design Director Womenswear & Accessories at Daks, London:

Graduating with an MA from the Royal College of Art, Anthony had his own label with the name of Oshincki. He has previously worked as Design Director for Workers for Freedom, as a designer for Max Mara and has done freelance design work for several Italian Fashion Houses. He is currently also working on the younger fashion line of DAKS, E1.

TRACEY BARTLETT, winner of the 2002 FAD Graduate Fashion Competition:

Born and raised in Taunton, Somerset, Tracey studied Design with Marketing at the University of East London. Her prize-winning entry for the 2002 FAD Graduate Fashion Competition was inspired by a 'celebration of all things old'. She is interested particularly in fabrics and experimenting with textile design.

"FAD was a great experience. I really enjoyed the brief and felt that everyone involved was dedicated to providing the best possible showcase for the finalists."

LOUISE DE CAIRES, Fashion Artist and Creative Director of FAD:

Louise trained at The London College of Fashion. In 1996, she won the Sainsbury's scholarship to open a studio in the Oxo Tower, in which she worked until 1999. She has designed collections for Voyage, Jigsaw, Browns and the Designers Guild. She is now selling under own label, "louise marie henriette" in New York, London and Tokyo.