

**UK FASHION SHOWCASE:
FUTURE STARS TAKE ON RUSSIAN STYLE**

**Urban Neo-nationalism, A Tale of II Cities:
From St. Petersburg to Moscow**

The UK's next big things in design will be showcasing their work at the 5th Annual Graduate Fashion Competition, organised by leading charity, Fashion Awareness Direct.

The competition culminates in star-studded event at the prestigious Delfina Studios, and will be overseen by an expert judging panel that includes Russian Fashion Week General Producer, Alexander Shumsky.

FAD's Director, Maria Alvarez de Toledo, said:

"The annual competition provides students with a platform to showcase their work and express their own style within a conceptual framework – something greatly appreciated by students, teachers and the industry alike".

The competition is tipped to be one of the most imaginative to date. Fashion students across the country explored the culture, fashion and art of Russia – from the Tsarist grandeur of St. Petersburg to the stylised classicism of Moscow's Red Square, as illustrated by Diaghilev's Ballets Russes and Stravinsky's music.

A pre-selection jury has selected fifteen finalists from over twenty colleges and praised the standard of conceptual innovation in combining the 'peasant' with the 'aristocratic.'

Winners will receive cash prizes and work placements at leading fashion houses including Tata Naka and Selfridges and finalists will present their collections on Tuesday, March 15th, 2005 at 7:00pm.

The competition is supported by Edge, a new charity that aims to change attitudes towards practical learning.

Andy Powell, Chief Executive of Edge said:

"The standard of entries to this year's competition have been first class and the finalists have demonstrated a level of creativity, and intelligence that makes Edge proud to be the sponsor. The awards send out a clear message that tomorrow's talent should get out of the classroom and get inspired by life.

- ENDS -

To receive an invitation for the event and press enquiries, contact:

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For more information on FAD, visit www.fad.org.uk.

For more information on Edge, visit www.edge.co.uk

Notes

FAD, an independent educational association, runs fashion projects for young people that foster their creativity and give them a platform to showcase their talents to the industry. National competitions and workshops in local areas are held to promote fashion as a potential career pathway and to create links between education and industry.

The panel of jury supporting this event are experts from their respected fields and include:

Alexander Shumsky, General Producer, Russian Fashion Week
Paul Costelloe, Designer
Anna Garner, Head of Fashion, Selfridges
Vanessa Denza MBE, Head of Denza International
Sarah Woodcock, Curator, Theatre Museum
Mary Eyre, Director FAD
Krishna Jehwah, Finalist 4th FAD Competition

The Chairman of the Jury will be Hilary Alexander, Fashion Editor of the Daily Telegraph.

Alexander Shumsky is the General Producer of Russian Fashion Week since it started in 2002. He founded Artefact Communications Agency in Moscow, Russia in 1995, where its key clients include Roberto Cavalli, Dior, Burberry, Moët&Chandon, etc.

The fifteen finalists selected finalists are:

Lucy Bashton, University of Northumbria
Lucy Beeden, Middlesex University
Tessa Birch, University of Northumbria
Eleanor Brooks, Winchester University
Meke Burn, Somerset College of Arts
Lidia Crook, Winchester University
Alex Kearns, Nottingham Trent University
David Komakhidze, Central St. Martins
Waldemar Kraus, Middlesex University
Jessica Maclead, Nottingham Trent University
Anda Nason, Brighton University
Katie Pope, Nottingham Trent University
Hea Jong Shin, Central St. Martins
Victoria Maxine Stone, London College of Fashion
Emilie Welander, Central St. Martins

A CD with selected photos of the finalists' entries is included with this press release.

Previous competitions have taken place at the V&A and the French Institute.