



## AND THE WINNERS ARE...

The overall standard was extremely high and many congratulations to all finalists and the following winners:

### A2 LEVEL

- 1st prize:** Alicia Johns, Hillview School for Girls
- 2nd prize:** Amber Beeslee, Invicta Grammar School
- 3rd prize:** Anu Bhujel, Hillview School for Girls
- Runner-up:** Grace Jean-Louis Constantine, Dame Alice Owen's School
- Runner-up:** Kayley Anne Rainton, Burgess Hill School for Girls
- Runner-up:** Vivian Wong, Kent College Pembury

### AS LEVEL

- 1st prize:** Laura Salter, Kent College Pembury
- 2nd prize:** Hannah Munnings, Kent College Pembury
- 3rd prize:** Michaela Michau, Hillview School for Girls
- Runner-up:** Amber Grace Jenner, Hillview School for Girls
- Runner-up:** Lily Quinnell, Hillview School for Girls
- Runner-up:** Holly Wilson, Hillview School for Girls

### GCSE LEVEL

- 1st prize:** Anne Graveson Hepworth, Burgess Hill School for Girls
- 2nd prize:** Mathilda Christiansson, Wimbledon High School
- 3rd prize:** Freya Hufton, Dame Alice Owen's School
- Runner-up:** Harriet King, Hillview School for Girls
- Runner-up:** Becky Goddard, Combe Bank School
- Runner-up:** Aimee Frost, Hillview School for Girls

The need was recognised for GCSE and A-level fashion and textiles students to have their work recognised and judged by industry professionals in an annual national competition.

Creativity, progression and the desire to be cutting-edge drives the UK's fashion and textiles students. Young Fashion Designer UK is about celebrating excellence, innovation and achievement across fashion, textiles, technology and design.

The judges and guest speakers are carefully selected to bring a wide range of industry experience, combined with knowledge and a love for the fashion and textiles industries.

• This year (2013) was the first year that the YFD UK competition has been held in two centres – the South at Kent College Pembury and the Midlands at the Royal Grammar School, Worcester. In 2014 a third centre will open in Blackburn to represent the North.

## TALENT ON SHOW

Eighteen finalists attended the Young Fashion Designer UK (South) awards at Kent College Pembury on 6th July, 2013, to take part in the eagerly anticipated judging stage and awards ceremony, following selection from 172 entries from students attending schools in the South region stretching from Oxford to London and the South East.

Each student creatively displayed their selected work and was interviewed by the panel of judges, and the students had the opportunity to speak to the judges and to gain invaluable knowledge and advice in preparation for future careers in fashion and design.

The afternoon awards ceremony paid tribute to the hard work and exceptional talent on display by each of the finalists and their teachers.

The exciting techniques and processes on display resulted in each finalist producing a beautiful ready-to-wear garment.

More comfortable with spotting squall lines than empire or A lines, I have no background in design, marketing or dressmaking and was as out of place as a cumulonimbus cloud in the Sahara. For once the pressure I was feeling wasn't meteorological, but instead a nervousness of being a critique on the UK's young fashion talent.

However, clothes, colours, patterns and creations have been a crucial part of my career. I have spent over 12 years selecting clothes that will work (or not) on camera, outfits that can breathe, move freely when pointing at the weather map, and I have adapted my style throughout the years to complement my personality. Intentionally or not, I suppose I did have a fashion background – so armed with a cuppa and a cookie, the judging commenced...

There were eight judges in total with professional experience from across the fashion and textiles industries including costume design, knitwear design, women's wear buying, fashion journalism and fashion marketing, as well as the brolly dodger (me). We initially spent two and a half hours interviewing the 18 finalists, studying their work, and then individually evaluating their concept, research, design,

model making, product testing and commercial awareness before agreeing on an overall mark out of 100. It was so much harder than I expected it to be. The talent was awesome. Some of the exciting techniques and processes on display included origami pattern cutting, elastic band knitting, decaying textiles and leather laser-cutting amongst others, with each producing a beautiful ready to wear garment. There wasn't a single design or concept that I didn't think 'I could see Rihanna in that' or 'This would be marketable at a festival' or 'I wonder if this could be made into a 10 so I could squeeze into it?' (Err...no). I felt very proud of our emerging young fashion talent; their skills were apparent in their designs and concept, but their eloquence at explaining it to us was also immensely impressive.

Once the judges results were in, we spent another hour making sure we were all in agreement, discussing the entries, re-visiting the students work and then finally choosing our runners-up, third, second and

first places. It was exhausting for us, so goodness knows what the girls were like after the five hour process! But finally we all gathered in the theatre for the prize giving, announcing to a theatre full of nervous teenagers and their family and friends who had won. An absolutely brilliant and rewarding day, where even my hardened weather eyes became a little watery at times!

## BEHIND THE SCENES

The Young Fashion Designer UK (YFD UK) competition was established in 2010.

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