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FASHION FASHION WEEK NEWS

## EMERGING NEW TALENT: 2015 FAD FINALISTS

OLIVER KORINEK — FEBRUARY 20, 2015

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Selected nominees from universities across the UK will showcase their physics inspired designs in the 2015 Fashion Awareness Direct (FAD) Competition final.

This year FAD challenged students to design a mini-collection of two outfits, menswear or womenswear, which explore the commonalities of physics and design. The 17 young finalists were selected from over 150 student entries shortlisted from 40 UK colleges and universities.

Inspired by physics theories, every finalist has adopted a different scientific approach to secure their place in this year's final. Prash Muraleetharan (University of Brighton) uses fibres treated with thermochromic and photochromic layered dyes to create garments which alter in reaction to a physical or emotional condition. Katarina Lindell (UCA Rochester) explores otherwise unseen natural morphogenetic processes in her crystallized men's tailoring. In a similar vein Robyn Yeang's (London College of Fashion) bio-degradable womenswear takes its cue from Environmental Physics and The Butterfly Effect, while Christopher Clarke's (Manchester School of Art) tongue-in-cheek entry is inspired by the Yarkovsky effect and 1950's cold war culture.

Now in its 14th year the FAD Competition continues to challenge fashion students to think outside the commercial box; encouraging them to look to art, culture and wider social trends for inspiration. It counts acclaimed womenswear designer David Koma or Beatrice Newman amongst the previous competition finalists.

The catwalk final will take place on Tuesday 24th February at Fashion Scout, Covent Garden, and will see the shortlisted designers compete for £1000 and a top industry placement.

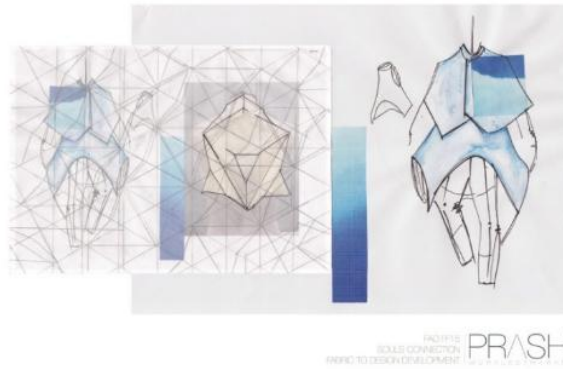
See the moodboards of the finalists as a preview of what to expect on the catwalk this year.



Alice Polley



Christopher Clarke



Prash Muralaetharan

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CHRISTOPHER CLARKE | FAD 2015 COMPETITION | FASHION SCOUT | KATARINA LINDELL | LFW | PRASH MURALEETHARAN | ROBYN YEANG

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