FASHION, TEXTILE AND KNITWEAR DESIGN NEWS

BA (HONS) FASHION ACCESSORY DESIGN
BA (HONS) FASHION DESIGN
BA (HONS) FASHION KNITWEAR DESIGN AND KNITTED TEXTILES
BA (HONS) TEXTILE DESIGN

NOTTINGHAM TRENT UNIVERSITY
NTU have had another fantastic year at Graduate Fashion Week (GFW) 2014. The event, in collaboration with George at Asda, is the world’s leading event for fashion students.

It provides a platform for more than 1,000 graduates, from some of the most influential UK and international universities, the opportunity to showcase their work. Students compete for the coveted industry prizes by submitting a collection of six outfits or product exhibition which are judged by some of the biggest names in the world of fashion.

**FASHION INNOVATION AWARD FOR OLIA ROYCE**

Olia Royce was awarded the Fashion Innovation Award and £750 for his fashion product range K50. During his final year on the BA (Hons) Fashion Design course, Olia developed a conceptual menswear collection that bridged the gap between the physical and digital worlds.

His £50 menswear collection used the latest bonding techniques to create clean, seam less edges. Through a clever choice of colour palette, engineered prints, design and construction Olia created two collections in one.

"By viewing the garments with a digital device, such as an iPad or iPhone on the inverted colour setting, the garments appear in the correct way," Olia explained. "This blurs the lines between the physical and digital world as you can only explore and understand the garments correctly with a digital device.”

**BEST MENSWEAR AWARD FOR AMEE DUNN**

Final Year BA (Hons) Fashion Design student Aim ee Dunn won the Best Menswear Award, impressing the judges with her politically-inspired menswear range. Aim ee won £5,000 for her monochrome designs which wowed the audience during NTU’s catwalk show.

Aim ee comes from the North East of England, and based her collection around the UK coal-miners’ strike and how it affected the region. She took inspiration from Margaret Thatcher’s influence, and her dress and style.

On winning the award Aim ee told us: “I was totally shocked. I think I’m still shocked now!”

During her studies at NTU Aim ee completed work placements with Pendrants Brands plc and local fashion house Daved Neeper. In the future Aim ee hopes to work as a menswear designer and possibly study a Master’s degree. Since graduating, Aim ee has landed a job working as a design assistant for Debenhams.

**REBECCA WINS VISIONARY KNITWEAR AWARD**

Knitted Textiles student, Rebecca Swann, was crowned the winner of the Stuart Peters Visionary Knitwear Award. Rebecca won £1,000 for her chunky, luxurious knits based on the concept of guilty pleasures.

During her studies, Rebecca chose to complete a year-long work placement and spent time working in New York for Rebecca Taylor and Ralph Lauren Group Ltd (St & Fung). On studying at NTU she told us: “I couldn’t have completed my final year without the support the tutors and course gave me. The overall support was undeniably amazing.”

Rebecca plans on finding herself a career in womenswear knitwear design, and since graduating has started work as a design protégé at ASOS.

Knitwear at NTU has enjoyed continued success with this particular award, including Theo Sanders (winner, 2011), Emma Walsh (nominated 2012), Winnie Chung (winner 2011), Pandua Bahrami (nominated 2010), and Ria Thomas (winner 2008). Rory Longdon also took home the overall prize, the Gold Award, in 2011.

**SUCCESS FOR NTU FASHION COURSES AT GRADUATE FASHION WEEK**

## 2014 was the first year that our BA (Hons) Fashion Accessory Design students had exhibited their work at Graduate Fashion Week. The occasion, therefore, was made extra special when Fashion Accessory Design student Stephanie Brindley was presented with the Accessories Award. Stephanie won £750 for the black leather handbag that she designed and constructed during her final year of studies at NTU.

Fashion Accessory Design Course Leader, Lee Mattick, said: “This is a fantastic achievement and we all feel very proud, even more so as it’s the first graduating year of the course, and the first time we’ve exhibited fashion accessories at Graduate Fashion Week. Well done to Stephanie and congratulations to all our graduating students this year, they have worked so hard and produced amazing results.”

## FASHION ACCESSORIES AWARD FOR STEPHANIE BRINDLEY

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Rebecca Swann, Knitted Textiles student, was awarded the Knitwear Award for NTU.

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NTU Fashion Design graduate, Lillie Crawley, has worked with retailer Look Again to produce an exclusive capsule collection which is now available to purchase online.

Lillie graduated from our BA (Hons) Fashion Design in 2013. Her final-year collection at the University’s catwalk show caught the eye of trend spotters from Look Again. They asked Lillie to work with them to design three outfits for Autumn/Winter 2014, ideal for the Christmas party season. She was tasked with creating the collection from Look Again’s Oli brand, which would contain at least one piece for every body shape.

Lillie was involved in every aspect, designing the three pieces and working with manufacturers to select fabrics and colours. The final result is a capsule collection of two draped dresses and a jumpsuit all in Lillie’s berry accent colour palette. She told us: “My favourite part of the process was seeing the designs come to life and being a part of that every step of the way. I also loved being involved in meetings with the Look Again team, discussing marketing opportunities and seeing the images and the final products.”

“As a designer with a very commercial approach to fashion I was so excited to see my designs go from sketches to final products. The whole process taught me so much about the commercial design process, and how the buyers and marketers work with each other to maintain deadlines and produce collections that always have the customers in mind. Having the opportunity to create a capsule range from Oli with my name on it has been an incredible experience, and I’ve had to pinch myself every step of the way. I have aimed to make the range sophisticated, elegant and effortless, and I really hope the Look Again customer loves it as much as I do.”

Charlotte Turner, Marketing Campaign Manager for Lookagain.co.uk, told us: “Lillie has been a dream to work with; she was so excited at being chosen to design the collection for us, and has learnt so much about the production, marketing and PR process along the way. We are all excited about the collection and wish Lillie all the best in her future career as a designer.”
IN CONVERSATION WITH

REBECCA KNIGHTS
BA (HONS)
FASHION ACCESSORY DESIGN

WHAT MADE YOU CHOOSE TO STUDY AT NTU AND WHAT DO YOU ENJOY MOST?

“The Fashion Accessory Design course is varied and allows me to do everything I want to do, including illustration, design, manufacturing and marketing. The University also offers a great student lifestyle, being in the centre of Nottingham.”

CAN YOU TELL US ABOUT SOME OF THE LIVE PROJECTS YOU’VE WORKED ON?

“In Year Two we are working on a project with River Island, designing a collection for them, which is challenging but very exciting. We will also be set a shoe design brief later on in the year.”

HAVE YOU HAD THE OPPORTUNITY TO WORK WITH ANYONE FROM INDUSTRY?

“I took the journalism elective at the beginning of this year and it was great to work with a magazine editor who really encouraged us to work at the same pace and standard as industry.”

WHAT DO YOU THINK ABOUT THE FACILITIES?

“We have a large range of facilities for accessory design. The latest software for design, sewing machines, skivers and laser cutting facilities for manufacture. We also have the option to work with resins, metal, wood and more.”

WHAT DO YOU LIKE ABOUT STUDYING AND LIVING IN NOTTINGHAM?

“You can get a good balance between work and socialising. Everything is close by and it’s great being located in the city centre because there is always something to do. I recently joined the Snow Sports society, which is fun.”
loveknitting.com has announced Final Year Fashion Knitwear Design and Knitted Textiles student, Emma Wright, as the winner of their competition to find Britain’s Next Top Knitwear Designers.

Love Knitting, an online knitting store, launched the competition to support up-and-coming knitwear designers in the UK, and to help them to take their knitting pattern design to the next level.

The competition was judged by a panel of knitting experts including iconic hand knitting pattern designer Debbie Bliss, Emma Kasyan, Head of Knitwear for renowned London Fashion Week knitwear designers, Emilio de la Morena, and journalist, craft winner and author, Perri Lewis.

Perri Lewis commented: “I like seeing the journey Emma made from the source material to the final piece. The colour palette is great – the muted black, white and grey shows off the turquoise brilliantly. I can imagine buying this on the high street.”

Along with winning £1,000 cash prize, work experience with Emilio de la Morena, and the support of hand knit designer Debbie Bliss to finish the pattern ready to be sold online, Emma will also receive all of the profits generated from her design. She told us: “When I found out I had won, I was overwhelmed and really excited. I have never won anything like this before. I hope my work will continue to grow and that I will have my own yarn line one day.”

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PERRI LEWIS
Journalist, craft winner and author
After judging the submissions, Final Year BA (Hons) Textile Design student Lynn, was selected. She said she couldn’t believe the news when her tutor told her she’d been chosen.

“I can’t remember how I reacted actually, but I think I asked if she was sure. The best part was knowing that ANN INC. enjoyed looking at the project I had created for their brands.”

Lynn travelled to New York in September to start her role as a design intern on the LOFT design team. She hopes that the experience will help her get a job, commenting: “I would love to secure a position on a design team and further explore the potential of wovens in the fashion industry.”

Andora Whithfield, Director of Talent Resources for ANN INC told us: “We have seen our partnership with Nottingham Trent University grow and we are thrilled to congratulate Lynn Aldred on her acceptance into ANN INC.’s September 2014 programme. Jessica Wong, a recent NTU graduate, has been interning with our LOFT design team since September 2013 and has made strong creative contributions during her tenure.”

Tina Downes, Course Leader for BA (Hons) Textile Design at NTU, said: “The partnership the University has with ANN INC. provides a fantastic opportunity for students. I was proud of the excellent project applications from all the finalists and a huge congratulations to Lynn for being selected.”

American fashion retailer ANN INC., the parent company of iconic Ann Taylor and LOFT brands, has selected NTU Textile Design student, Lynn Aldred, for a year-long paid internship in New York.

The School of Art & Design at NTU is one of only three across the country which the womens’ speciality retailer has chosen to work with to recruit design interns.

This year the company was looking specifically for students working in the areas of embroidery, knit and textiles. From the CVs submitted, ANN INC. representatives chose a handful of applicants to interview. The five finalists were then asked to design a collection which matched either their LOFT or Ann Taylor brand.