

**DISCOVERING THE NEXT JULIEN MACDONALD OR COCO CHANEL.**  
**FASHANNE, Fashion Designers of the Future Awards announces its 2021 winners.**

"Future facing, optimistic and uplifting" ..... "refined and powerful" .... "inspirational" ... just some of the comments from top industry names who sponsor and judged this year's FASHANNE, Fashion Designers of the Future Awards finalists.

The eight category judges from **Paul Smith, Pentland Brands, Speedo, NEXT, John Smedley, GreenEarth Cleaning, Coats and ITL- Intelligent Label Solutions** were all impressed and enthused by the quality of this year's entries, and despite all the difficulties of this last year hundreds of third year students still managed to create inspiring collections.

Yet again, with their extensive television production skills, the Fashanne team have produced an exciting and innovative online version of what is usually a well-attended live event. Including comments and advice from top fashion industry names as well as the students themselves telling of their inspirations and direction, the Fashanne Awards online film showcases the cream of the next generation of designers from many of our top fashion universities.

Watch a taster of this year's film here [FASHANNE, Fashion Designers of the Future Awards 2021 Online - SHORT VERSION - YouTube](#) or the full 30 minute version here [FASHANNE, Fashion Designers of the Future Awards 2021 ONLINE - YouTube](#)

2021 Winners were:

**Athleisure Design:** Georgie Lee from the University of Northampton. Judge Chris Johnson, Head of Design at Speedo said, *"This project hits the right balance between sports heritage and casual wear. The 'Jolie Jours' concept of fantastical worlds for escapism demonstrates originality, when combined with the heritage skiwear silhouettes. This is a novel and refreshing approach to Athleisure."*

**Commercial Design:** Sofie Nikl from the University of Derby. Judge Sabine Watson, Global Brand Manager at ITL-Intelligent Label Solutions said, *"Fantastic concept – particularly love the use of QR codes to connect with the consumer but also to help with transparency and ensure the product lasts longer."*

**Footwear & Accessory Design:** Kwok Hei Tung from Nottingham Trent University. Judge Katie Greenyer, Creative Talent & Network Director at Pentland Brands said, *"I really enjoyed this project from start to finish. I loved the subject matter and I loved all the development sampling and making that went in to achieving a really impressive final outcome. Kwok took us on a journey of a disappearing culture and I am overjoyed to have seen this project."*

**Knitwear Design:** Kaya Vaughan-Walcott from the De Montfort University. Judge Chloe Cooper, Design Manager at John Smedley said, *"Kaya's final garment is so striking and the shapes are incredibly well thought out. Her combinations of colour and stitch are bold and inspiring – her work truly is a celebration."*

**Menswear Design:** Anika Vo from the University of Derby. Judge Giuliano Martello, Menswear Coordinator at Paul Smith said, *"Designing is not just about being able to draw it is also about knowing how a garment is constructed. Velvet itself is not an easy fabric to*

*work with and Anika has demonstrated that she has a very high-level skill set. A truly beautiful collection to lift one's spirits during such difficult times."*

**Sustainability:** Dominica Buonasorte from the University of Derby. Judge Garry Knox, Sustainability Director at GreenEarth Cleaning said, *"Whilst as a design concept it is simple, Dominica has taken a thorough and strategic approach with no stone unturned. Very well presented with just enough detail to make us want to know more. Demonstrated a very good grasp of sustainability issues and principles."*

**Textile Design:** Natasha Finlay from the University of Northampton. Judge Ian Hagan, EMEA Global Accounts from Coats said *"The individuality of the collection is so unique, this is the main reason I have chosen Natasha as the winner of this award, that the garment and accessory can be identifiable at 100 yards, and is particularly well executed with skilful placement and mixing of the different textiles used. There's serious talent in these finalists and this was no easy decision – however, Natasha did a wonderful job of literally bringing her dreams to life."*

**Womenswear Design:** Parasto Qalandari from the University of Derby. Judge Zeph Logan, Directory Product Manager at NEXT said, *"All the presentations were beautifully presented with wonderful concepts but this collection really stuck with me, and i returned to it a few times and saw something fresh every time, loved the colour, craft fabrics and overall impact of the pieces - authentic and personal with a unique look - but still wearable."*

**The People's Choice Award:** Paulina Golovasovaite from De Montfort University won with 2416 public votes.

The winning students now, as part of their Fashanne 2021 prize, have the opportunity to take-up exciting internships with the many global companies who sponsor and judge these Awards.



*"I'm really honoured to win such a big design award because I've been following Fashanne for a few years and I always wanted to take part. Competing with such wonderful artists, it is such a big honour to win it. Also, I'm thrilled with the wonderful feedback from Mr Martello at Paul Smith. Thank you Fashanne for the award and I'm looking forward to the future." Anika Vo, Winner of the Menswear Design Award (University of Derby)*

Fashanne was also delighted to welcome students from the University of Huddersfield this year as Fashanne looks to initiate another Awards in the north of England.

Founder of these exciting Awards, the BBC TV and ex-GMTV presenter **Anne Davies** said, "Fashanne, Fashion Designers of the Future Awards exists to reach out a helping hand to the next generation and connect them with industry - to the benefit of both. It is committed to



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championing inclusivity, diversity and inclusion and, as it goes into its sixth year, will continue to promote and showcase the huge talent in our universities.”

2022 will hopefully see a return to a live event - again at the magnificent St Mary's Church in Nottingham's Lace Market so make a date for May 5th.

For any further information, interview or additional photographic opportunities please contact: [laura@annedaviestv.co.uk](mailto:laura@annedaviestv.co.uk)