



# *FASHANNE 2021*

The Fashion Designers of the Future Awards announces the 2021 winners, celebrating the best of the UK's emerging design talent.

Judges from across the fashion industry came together to choose the winners of the FASHANNE, Fashion Designers of the Future Awards 2021 this summer.

Hundreds of third-year students from across the UK entered the awards, showcasing their talent to the eight category judges from Paul Smith, Pentland Brands, Speedo, NEXT, John Smedley, GreenEarth Cleaning, Coats and ITL- Intelligent Label Solutions.

Here are their fabulous designs.

## *TEXTILES*

**Natasha Finlay** from the **University of Northampton**. Judge Ian Hagan, EMEA Global Accounts from Coats said: 'The individuality of the collection is so unique. The garment and accessory can be identified at 100 yards, and are well executed with skillful placement and mixing of the different textiles used. Natasha did a wonderful job of literally bringing her dreams to life.'

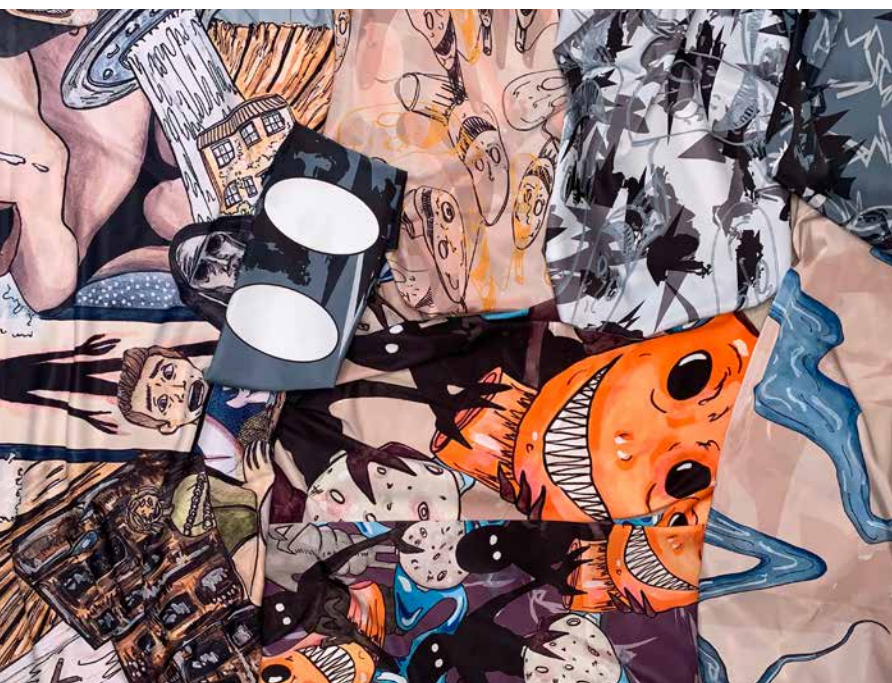
# ATHLEISURE

**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.'



# FOOTWEAR & ACCESSORIES

**Kwok Hei Tung** from **Nottingham Trent University**. Judge Katie Greenyer, Creative Talent & Network Director at Pentland Brands said: 'I really enjoyed this project. I loved the subject matter and the development sampling and making that went into 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*

**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.'

# *WOMENSWEAR*

**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. I Loved the colour, craft fabrics and overall impact of the pieces – authentic and personal with a unique look – but still wearable.'



# *COMMERCIAL*

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

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# MENSWEAR



**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 skillset. A truly beautiful collection to lift one's spirits during such difficult times.'

# PEOPLE'S CHOICE



**Paulina Golovasovaite** from **De Montfort University** won with 2,416 public votes. The winning students, as part of their Fashanne 2021 prize, now have the opportunity to take-up exciting internships with the many global companies who sponsor and judge the awards.



# 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.'