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FASHANNE

## The Fashion Designer of the Future Awards

- **The Fashanne Awards** proves talent isn't London-centric. It is the **only fashion and textile awards and internship programme** showcasing and supporting the incredible student design talents bubbling away in our universities.
- This **annual awards programme connects with over 2 million people** across the Midlands and serves as a platform to showcase the region's heritage and strength in fashion and textiles design – past & present!
- The Fashanne Awards are an **incredible opportunity to enhance the collective value of Fashion and Textiles courses and raise the profile of the East Midlands region.**
- Since its launch in 2016, **over 500 students** have taken part in the Fashanne Awards.
- Students have not only won the **prestigious awards and cash prizes**, but also the chance to **gain valuable experience** within the fashion industry thanks to our internship programme, **bridging the gap between education and employment.**





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Over **350 people attended** the 2023 live awards show including local dignitaries, VIPs, industry leaders and influencers

And we had almost **10,000 votes** come in for People’s Choice – an **increase of 38.26%**

And our **testimonials from universities, sponsors and students** speak for themselves...



**Katie Greenyer, Creative Director, Pentland Brands:**

*“The Fashanne Awards are brilliant! This year’s entries blew me out of the water!”*



**Michael Marsden, Executive Dean, Nottingham School of Art & Design, Nottingham Trent University:**

*“Thank you for putting on a really successful evening – I am not just saying that because of the success of NTU, but because of the industry engagement.”*



**Guiliano Martello, Menswear Coordinator, Paul Smith:**

*“It is always a wonderful feeling when you see young talent, and think, actually, not only you can do it, but you do it well.”*

**Scarlett Simpson, Fashion Design Graduate from Nottingham Trent University:**

*“A massive thank you to the Fashanne Awards and their judges that included Jonathan Pedley and Patrick Grant for awarding me as the winner of the 2023 Highstreet Menswear Fashanne Award.*

*I am so grateful that judges from such well renowned fashion brands and platforms are fascinated by my work, and I thoroughly look forward to see where it will take me in my career.*

*Thank you so much to Next for offering me an internship as part of the award, I'm eager to bring an alternative approach to multi-purpose outerwear and look forward to becoming a part of your welcoming team.”*



FASHANNE

## Fashanne 2023 Highlights

The **Fashanne Awards continues to grow as a brand** – we secured over **20 pieces of coverage** including several pieces on BBC Radio & online, two front covers and a 10-page feature!

Our audience and reach is significant and continues to grow:

**Instagram** following **grew by 23.35%** (from March 2022 to date\*)

In the run up to and on the evening of this year's awards, our Instagram reach was up an incredible 591% and we **generated over 95,706 impressions!**

Our **LinkedIn** page audience **grew by 247.14%** (from March 2022 to date\*) with page views going up by 63.6%

Our **impressions grew by 826.5% with an engagement rate of 41.7%** (the average rate of engagement on LinkedIn is between 1.09% and 3.16%)\*\*

\* Correct as at 14.09.2023

\*\* Source: <https://www.socialinsider.io/blog/linkedin-engagement-rate/>





## FASHION DESIGNERS OF THE FUTURE 2023

Fashion students from across the Midlands pioneered a more sustainable future for the fashion industry at the Fashanne – Fashion Designers of the Future Awards 2023.

Fashanne was founded in 2016 by Anne Davies to support and nurture the best emerging design talent from the Midlands. The awards connect this new generation of designers with some of Britain's most iconic brands as well as offering financial support, showcasing opportunities at the annual live show, and mentoring.

This year's Earth-themed show took a zero-waste approach to

everything including locally sourced cocktails, 100% plant-based canapes and a foraged living plant wall, but the highlights were the student collections that took to the runway. Collections addressed some of fashion's biggest challenges around material sourcing, water consumption, climate change, and fast fashion, demonstrating true innovation and design flair. Here are the winners. ♦

# in ASSOCIATION.

AUGUST 2023



## when nature meets fashion

The winner of the ASBCI Fashanne Innovation Award 2023



ASSOCIATION.

### THIS ISSUE...

This issue is all about innovation. On the design front, we celebrate the winner of the ASBCI Innovation Award, and the other stunning winners at this year's Fashanne Awards. And we also explore the latest innovations in textiles and processes with part one of our special report from the 92nd Textile Institute World Conference hosted by the University of Huddersfield. Finally, find out the latest insights in digital implementation from the recent DeSL and Bortex Fashion The Change webinar.

COVER: ASBCI Innovation Award winning design by Luoyuan Zhang from NTU. Photo by Anson S.



34

62

66



### INNOVATION WINNER

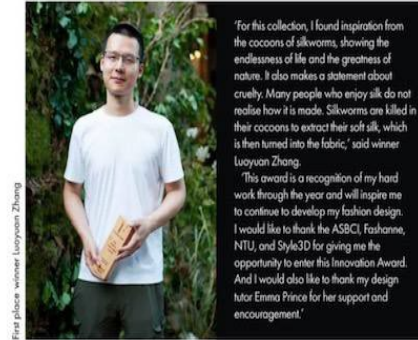
A student who grew his own silkworms to highlight the cruelty of silk production has won the ASBCI Innovation Award at the Fashanne – Fashion Designers of the Future Awards 2023.

Sponsored by Style3D, the ASBCI Innovation Award challenged student designers to 'think outside the box' and develop a 'new idea, innovation or innovative process for the fashion industry'. Students were encouraged to present ideas that challenge traditional methods and processes, with a focus on addressing issues

facing the sector. The event saw entries from universities across the Midlands, with the six finalists coming from Nottingham Trent and De Montfort Universities. Runner up Abbie Shelton from NTU also addressed sustainability concerns with her entry of a biodegradable yarn.



Rachael Connerton Photography



First place winner Luoyuan Zhang

'For this collection, I found inspiration from the cocoons of silkworms, showing the endlessness of life and the greatness of nature. It also makes a statement about cruelty. Many people who enjoy silk do not realise how it is made. Silkworms are killed in their cocoons to extract their soft silk, which is then turned into the fabric,' said winner Luoyuan Zhang.

'This award is a recognition of my hard work through the year and will inspire me to continue to develop my fashion design. I would like to thank the ASBCI, Fashanne, NTU, and Style3D for giving me the opportunity to enter this Innovation Award. And I would also like to thank my design tutor Emma Prince for her support and encouragement.'

ASBCI chair Dr Julie King, who was on the judging panel, called Abbie 'one to watch'. This was a well accomplished development of a biodegradable yarn to counteract the potential future ravages of environmental changes. When the yarn can be better manipulated it will be groundbreaking.

It was Luoyuan Zhang from Nottingham Trent University who took the top prize, with collection that fused nature and fashion craftsmanship. His concept was based on 'respect for ecology and nature' and considered the development of fabrics through

to the production of garments. He also grew his own silkworms for two months to raise awareness of the often-overlooked cruelty of the silk-making process, 'satirising people killing silkworms in their cocoons to get soft silk fabrics and silk.'

Dr Julie King described the winning entry as an 'exciting and diverse collection that was hugely innovative yet traditional.' She added: 'Breeding silkworms, recycling fabrics, creating bi-diverse fabrics and one-piece pattern cutting fused so many ideas together. The collection itself was well thought through and had

## EVENT REPORTS

NATURE MEETS FASHION: The winner of the ASBCI Innovation Award FASHANNE 2023: Showcasing upcoming design talent.

DIGITAL JOURNEY: Transformation insights from Bortex and DeSL THE TEXTILE INSTITUTE: Reporting from the World Conference 2023

**BBC** Menu

**SOUNDS**

Verity Cowley  
10/07/2023

West Bridgford Wire

## BBC's Anne Davies awarded honorary degree from Nottingham Trent University

By Wire

2:16 pm 19 Jul 2023 UPDATED: 2:16 pm 19 Jul 2023

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Nottingham Trent University (NTU) announced the latest recipients of honorary degrees and awards to be presented at graduation ceremonies at University Hall until 28 July 2023.

**MARKETING NOTTINGHAM**

Find a venue Menu

## ZERO WASTE APPROACH TO THE MIDLANDS BIGGEST GRADUATE FASHION SHOW

Launched yesterday – on World Environment Day – 5 June 2023 – FASHANNE – The Fashion Designers of the Future Awards are hoping to prove that fashion doesn't have to cost the Earth. The prestigious annual live awards show featuring designs created by final year fashion and textile students from Universities across the Midlands, are taking on a number of measures in hopes of becoming the first zero waste fashion awards show.

**TEXTILE INSTITUTE** LOGIN

Become a Member

Home / Competitions / Fashanne Awards 2023

## FASHANNE AWARDS 2023

The Textile Institute is delighted to be working with Fashanne to champion UK design students and showcase their work to top businesses and leading fashion experts.

The Fashanne Awards hosted by legendary fashion designer, Patrick Grant and TV presenter & founder of Fashanne, Anne Davies, will take place on Thursday 22 June at St Mary's Church, Nottingham.

It is expected to attract over 300 guests; previous guests have included Sir John Peace, Lord Lieutenant of Nottingham and ex-chairman of Burberry, and Her Grace, The Duchess of Rutland and will feature live entertainment, the catwalk show featuring special guest models as well as the exciting and emotional awards presentations.

E-tickets are now available from [Fashanne.com](http://Fashanne.com)

The Fashion Designers of the Future Awards are hoping to prove that fashion doesn't have to cost the Earth. The prestigious annual live awards show featuring designs created by final year fashion and textile students from Universities across the Midlands, are taking on a number of measures in hopes of becoming the first zero waste fashion

notts tv ON DEMAND

Notts Today, Friday 21st July



**VISIT NOTTINGHAMSHIRE**

You are here > What's On > Fashanne - Fashion Designers of the Future Awards 2023

## Fashanne - Fashion Designers of the Future Awards 2023

St Mary's Church, High Pavement, Nottingham, UK, NG1 1HN

**BOOK NOW**

View Phone Number  
Email  
Website



Thursday 22 June 2023

St Mary's Church, Nottingham

Tickets: £30pp - available via **Book Now** button above

The Fashanne Awards hosted by legendary fashion designer, Patrick Grant and TV presenter & founder of Fashanne, Anne Davies, will take place on Thursday 22 June at St Mary's Church, Nottingham. The prestigious annual live awards show features designs created by final year fashion and textile students from Universities across the Midlands, all hoping to win best in class. The show will feature not only a stunning catwalk show but also live entertainment, champagne and canapes on arrival and the exciting and emotional awards presentations.

# in ASSOCIATION.

MAY 2023

## NEW AT THE TOP

DR JULIE KING NAMED AS NEW CHAIR OF THE ASBCI

## DESIGN TALENT

THE ASBCI TEAMS UP WITH FASHANNE TO FIND STARS OF THE FUTURE

ASBCI ASSOCIATION OF SUPPLIERS TO THE BRITISH CLOTHING INDUSTRY



Photos: Richard Connerston Photography

## INNOVATION AWARD

The ASBCI Student Innovation Award is back via the Fashanne Awards 2023. Sponsored by Style3D, the award is an opportunity for fashion students to showcase their creativity and challenge traditional ideas and processes.

The Fashanne Awards were launched by journalist Anne Davies in 2016 to highlight the emerging talent in the UK's fashion and textiles sector. The annual event sees students from participating universities submit entries in 10 categories that span menswear and womenswear,

footwear, textiles, athleisure, sustainability and, from 2023, innovation. The competition culminates in an awards evening and fashion show that will take place on 22 June at St Mary's Church in Nottingham. The ASBCI Innovation Award sponsored by Style3D is an



Find a venue Menu

## GRADUATE FASHION STUDENTS PIONEER A MORE SUSTAINABLE APPROACH TO FASHION INDUSTRY

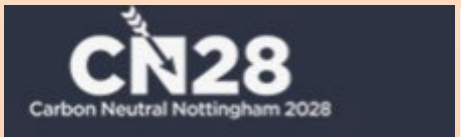
Students from universities across the Midlands including Nottingham, Derby and Leicester showcased innovative solutions to some of fashion's biggest environmental challenges at last night's prestigious fashion awards ceremony, Fashanne – Fashion Designers of the Future.

Set in the historical home of the textile, lace, shoe, silk and knitwear industries, this awards ceremony celebrates the talent of the next generation. Now in its fifth year, over 500 students have participated in the awards since its first show at Belvoir Castle but last night was one of its biggest shows yet. Themed Earth, the show had a zero-waste approach to everything including locally sourced cocktails, 100% plant-based canapes and a living plant wall but the highlight was the student collections that took to the runway.

Collections addressed some of fashion's biggest challenges around material sourcing, water consumption, climate change, and fast fashion.

Universities UK July 7 at 1:48 PM

Amazing work from graduate fashion students showcased at this year's Fashanne Awards. Leading the way and pioneering a more sustainable approach to fashion industry.



## Graduate fashion students

## pioneer sustainable approach

The Fashanne Awards - Fashion Designers of the Future - showcased the brilliant design talents, quietly bubbling away in our Region's universities, with designers ready to shout from the rooftops about the topics that will directly impact on future generations.

Fashanne was founded in 2016 by journalist and TV presenter Anne Davies to support and nurture the very best emerging and young design talent from universities across the Midlands, by connecting this new generation of designers with some of Britain's most iconic fashion and retail brands as well as offering financial support, showcasing opportunities at the annual live show and mentoring.

This year, the show themed Earth, had a zero-waste approach to everything including locally sourced cocktails.

## NEWS

England | Local News | Regions | Nottingham

## Anne Davies: BBC East Midlands Today presenter gets honorary doctorate

3 days ago



BBC East Midlands Today presenter Anne Davies has been given an honorary doctorate in recognition of her journalism career.

Davies received the award on Thursday in a ceremony at Nottingham Trent University.

The broadcaster and journalist previously worked on the BBC's flagship current affairs programmes Panorama and Question Time and also in local radio.

She dedicated the award to viewers and her colleagues.

Davies, who is also a deputy lieutenant for Leicestershire and patron of several charities, said: "What an honour it is to get this honorary doctorates from Nottingham Trent University.

"It's not just for me - it's for the EMT team and everybody who watches every day."

# 2024 Fashanne Opportunities



FASHANNE

**Be a part of the biggest and most established student fashion and textile awards in the Midlands....**



**New for 2024: Targeted monthly PR features to media e.g.:**

- Winner's stories (linked to the university) shared with fashion industry press such as WGSN as well as student, university & apprenticeship publications



**New for 2024: Launching channel specific and targeted content across all social media platforms, creating even more opportunities to shine a spotlight on your university:**

- LinkedIn – corporate brand storytelling
- Instagram – inspiring and informative content
- TikTok – engaging and audience/ age-appropriate content



**New for 2024: Be a part of our inspirational industry relevant events & projects raising the profile of universities:**

- East Midlands Airport exhibit
- Victoria Centre pop up gallery



**Continue to build the fashion & textile community & narrative with a dedicated drumbeat of comms for 2024:**

- Quarterly newsletters
- Quarterly blogs including guest authors (universities, sponsors, judges, winners)
- Monthly PR features
- Weekly & daily social media content

# Take Part in Fashanne 2024



FASHANNE

**Be a part of the biggest and most established student fashion and textile awards in the Midlands....**



Universities taking part put forward their most talented final year students for the 10 categories. A maximum of 2 Students reading a BA degree in any Fashion/Textile related course can be entered for each category. All entries will be automatically put forward for the 2 Special Awards as well namely, The People's Choice and The Daniel Hanson Award.

(NB: If a student has produced 2 separate designs/outfits they could be put forward for 2 categories (no more than 2 please). For e.g. A student has produced a Womenswear collection with accessories, they could be eligible for The Womenswear Design Award and The Footwear & Accessory Award.)



## Categories

**Athleisure Design, Commercial Design, Footwear & Accessory Design, Designer Menswear, High Street Menswear, Knitwear Design, Sustainability, Textile Design, Womenswear Design and \*The ASBCI Innovation Award.**

\*The ASBCI Award is only open to universities who are members of the ASBCI. The 2 special awards: The People's Choice Award (voted for by the public) and the Daniel Hanson Award for Excellence. The Criteria for each award will be shared by Fashanne with the university course leaders.



## Judging

Each category will be judged by a nominated member of the sponsoring company. Entries are by 2D submissions (to include portfolio, videos, concept, images) to be submitted to Fashanne several weeks prior to the main awards event. The deadline will be in May 2024. The main event itself will be in June 2024.



## Main Awards Event

This will be held at St Mary's Church, Nottingham in June 2024. Each student will be showcasing at least 1 design on the catwalk (professional, celebrity and disabled models will be sourced by Fashanne). (NB: if student has no physical outfit, we can use film instead.) An evening of celebration to include the fashion show and presentation of awards. Hosted by Patrick Grant and Anne Davies with over 300 guests attending.



## Prizes

The winners will receive a paid internship with the sponsoring company of the sponsored category award. A cash prize of £200. Fashanne Award and Certificate. The professional high-res photographs of their designs on the catwalk will be sent to all students after the event.

Paul Smith

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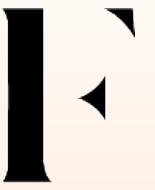
Style3D

KNIT  
DESIGN  
CENTRE  
STOLL<sub>gb</sub>

Pentland



# RATE CARD 2024



FASHANNE

## Fees to take part in Fashanne 2024



All 10 category awards & the 2 overall awards      £3500

For 5 category awards & the 2 overall awards      £2000

For 2 category awards & the 2 overall awards      £1000

For 1 category award & the 2 overall awards      £750



University staff will receive a certain number of free tickets to attend the event.  
All students taking part will get an offer code for discounted friends and family tickets to attend the event.



Your university logo will be present on the big screen at the event and on all associated marketing material. There also will be an opportunity to have a small stall at the event to promote your university.



Universities will be mentioned in relevant press releases, presence on the Fashanne website, social media and more.