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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 the Fashion & Textiles industry and our universities as well as 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

Almost **10,000 votes** were cast for the People’s Choice – an **increase of 38.26%**

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, FashionDesign Graduate from NottinghamTrent 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.”*



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## 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\*)

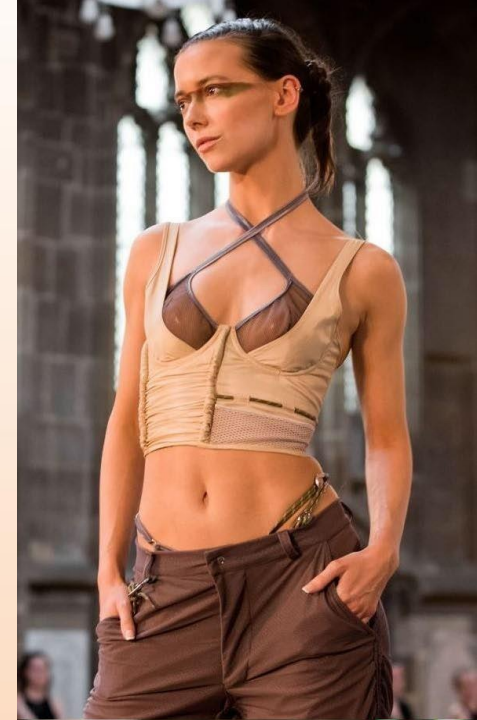
In the run up to and on the evening of this year's awards, our Instagram reach was up an incredible 591% and we **generated over 95,706 impressions!**

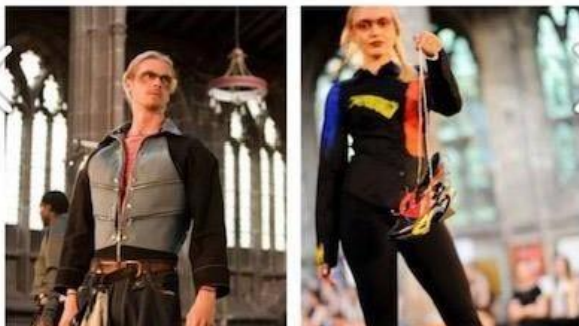
Our **LinkedIn** page audience **grew by 247.14%** (from March 2022 to date\*) with pageviews going up by 63.6%

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 canapés 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. ♦



Left: Designer Scarlett Simpson from Nottingham Trent University and winner of the High Street Menswear Award, sponsored by Next, created her collection by using 100% recycled materials.



Left: Designer Hannah Parker Gillies from Nottingham Trent University and winner of the Sustainability Award, sponsored by Next, created her collection by using 100% recycled materials.



Right: The North Design Award recipient is Shara Zhai from the University of Derby inspired by her love of film, her collection highlighted the darker side of growing fashion, showing the often hidden and unglorious aspects of the industry.



Left: Hong Sun is from NTU and winner of the Menswear Design Award, sponsored by Next, created her collection by using high quality natural fabrics, and used natural dyes, hand-dyed and hand-stitched fabrics.



Right: Fashion award winner, Rebecca Clarke from Keele University and winner of the Womenswear Award, sponsored by Next, created her collection by using 100% recycled materials.



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# 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.



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### 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.

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AUGUST 2023



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

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**BBC** **SOUNDS** Menu

**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

**RS Media**  
SOCIAL MEDIA MANAGEMENT FROM JUST £149 PER MONTH

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

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 awards show.

**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 Conventon 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

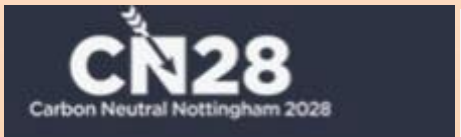
Students from universities across the Midlands including Nottingham, Derby and Leicester showcased innovative solutions to some of fashion's biggest environmental challenges at last night's prestigious fashion awards ceremony, Fashanne – Fashion Designers of the Future.

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

**Join the biggest and most established student fashion and textile awards outside London....**



Educational and industry involvement is crucial to the future of these awards and sponsorship is of huge benefit to the Sponsor.



Sponsorship is an opportunity to give back and support your CSR/ ESG goals as well as establish long-term relationships with young design talent.



Sponsorship of The Fashanne Awards will support the innovation and entrepreneurship in the Midlands and beyond and provides a perfect opportunity for an unforgettable corporate hospitality event, shining a light on your business, as you network with some of the region's leading industry and business experts.



Investing in the future generation by becoming a part of the Fashanne Awards is a first-class showcase for any company enabling a partnership with innovation and inclusion at its grass roots and of course the opportunity to enjoy the marketing benefits and brand exposure that goes hand in hand with the Fashanne Awards.



Be a part of our inspirational industry relevant events & projects, which have included:

**East Midlands Airport** (which has over 2.3 million visitors a year).

- Our permanent 24-piece photography exhibit throughout EMA
- 2023: A one-wall exhibition at EMA of all the 81 finalist's designs

Our innovative and interactive Victoria Centre pop up gallery in 2023, servicing over 2million people a year.

Charity Tote Bag for Rainbows Hospice in collaboration with Next.

# Be a Part of Fashanne 2024



FASHANNE

Join the biggest and most established student fashion and textile awards outside London....

Gold 'Award', Silver and Bronze packages available for sponsorship.



**Current Gold 'Award' packages AVAILABLE for 2024:**

Textile Design  
Sustainability  
Athleisure Design  
The People's Choice Award

**Awards currently sponsored for 2024:**

*Designer Menswear – sponsored by Paul Smith*  
*Womenswear Design – sponsored by Next*  
*High Street Menswear – sponsored by Next*  
*Knitwear Design – sponsored by Stoll GB*  
*Footwear & Accessory Design – sponsored by Pentland Brands*  
*Commercial Design – sponsored by ITL, Intelligent Label Solutions*  
*The ASBCI Innovation Award – sponsored by Style 3D*  
*The Daniel Hanson Award – sponsored by It's in Nottingham*



Gold 'Award' packages are £5,500 for 1 year or £10,000 for 2 years (with £5,000 paid annually) to include a paid 2-8 weeks internship or mentoring for the winner of that Award.



Silver packages from £2,500 and Bronze packages from £1,000. All packages can be tailored to suit your needs, please get in touch.





# Be a Part of Fashanne 2024

Join the biggest and most established student fashion and textile awards outside London....



FASHANNE

## WHAT'S IN IT FOR YOU?

Depending on your package you can expect:

- ★ To be a part of the judging process for your category, to include setting the criteria and selecting the winner.
- ★ Your brand logo on all marketing material - printed collateral, leaflets, A-boards, banners
- ★ Your brand story and partnership with Fashanne shared throughout all PR and Marketing communication including social media and traditional media outlets including:
  - Quarterly newsletters
  - Quarterly blogs including guest authors (universities, sponsors, judges, winners)
  - Monthly PR features
  - Weekly & daily social media content
  - Winner's stories (linked to your brand) shared with fashion & retail industry press such as WGSN as well as student, university & apprenticeship publications
- ★ Presence on the Fashanne website, including backlinks
- ★ Featured in any films that Fashanne does for the event
- ★ Presence on big screen as well as announcements throughout the evening
- ★ Presence on stage when the winner is announced - accompanying Anne Davies & Patrick Grant to present your award
- ★ VIP tables & tickets for the evening (to include champagne and canapes)