

## Press release

### Fashioning the Future Winners Honoured at City Hall

Clothes made from recycled cotton paper, exquisite designs that need less laundering, hand crafted luxurious hemp satin pieces and hand-knitted pieces that are fastened onto basic wardrobe staples to create a completely adjustable wardrobe to cherish are just some of the winning ideas from this year's **Fashioning the Future Awards**, an international student competition run by the **Centre for Sustainable Fashion at London College of Fashion**.

The winners were announced at last night's glittering ceremony hosted by fashion commentator and broadcaster **Caryn Franklin**, at the top of City Hall overlooking the London skyline. Awards were presented by Centre for Sustainable Fashion ambassador **Jo Wood**, BBC 1 ONE show presenter **Lucy Siegle** and **Duncan Goose** CEO of charity ONE Water.

Each winner demonstrated that being sustainable does not mean compromising on style or quality and were announced as:

**Zoe Fletcher** won the **Enterprise & Communication Initiative for a Future Fashion Industry Award** (Highly Commended: Ruby Hoette and Julia Crew); **Varun Gambhir** won the **Role of Materials in a Sustainable Fashion Industry Award** (Highly Commended: Karina Micheal); **Mary Hanlon** won the **Systems for a Sustainable Fashion Industry Award**; **Miriam Rhida** won the **Design for a Thriving Fashion Industry Award** (Highly Commended: Eleanor Dorrian-Smith and On Ying) and **Emma Rigby**: won the **Water – The Right for All Citizens of this Planet Award** (Highly Commended: Anne Prah).

'**Fashioning the Future**' – the leading international student competition for design and innovation in sustainable fashion - has been pioneered through the Centre for Sustainable Fashion and by **Professor Frances Corner**, Head of London College of Fashion, as part of her commitment as a London Leader, a major programme run by the **London Sustainable Development Commission** which brings together a group of individuals from across London who pioneer sustainability in their field.

**Mayor of London Boris Johnson** said: "This competition has clearly sparked a wealth of cracking ideas from the capital's young designers bringing together style, practicality and the environment. It's a brilliant example of our London Leaders programme in action. London is internationally recognised as one of the world's greatest fashion centres for good reason and it is through the type of innovation displayed by these young designers that we will retain this preeminent position."

**Professor Frances Corner** said: "As a London Leader for 2009 it has been my job to demonstrate sustainability in action – Fashioning the Future has reached out to a global community of students who have submitted ideas that prove that the next generation of fashion industry professionals have the ideas, ingenuity and skills to revolutionise the

fashion industry from within. Together we are provoking, challenging and questioning the fashion status quo to find new sustainable solutions for our industry and to encourage and motivate others to do the same."

**John Plowman**, Chair of the London Sustainable Development Commission, said "The London Sustainable Development Commission's London Leaders programme is delighted to support this pursuit and celebration of innovation and creative talent. Fashion has a huge global impact on the environment, society and the economy. Finding more resource-efficient solutions, providing benefit to all involved, therefore represents a priority for the fashion industry of the future."

The theme of this year's competition was water to highlight the massive unsustainable reliance that the fashion industry has upon it; it takes up to 2700 litres of water to make a single cotton T-Shirt.\* Meanwhile, one in eight people in the world do not have access to clean and safe drinking water and some 4000 children die from water-related diseases each day.\*\*

All of the winners will be invited to attend a unique collaborative week-long workshop in London in Spring 2010. Travel expenses will be paid for and winners will meet and work with industry experts, discussing the future of our fashion industry.

Making the final selection were judges **Lucy Siegle**, fashion commentator and broadcaster **Caryn Franklin**, Marks & Spencer's **Mark Sumner**, Futerra Communications' **Solitaire Townsend** and designer and Professor of Fashion and Science, **Helen Storey MBE**.

For full details about the awards, finalists, and accompanying exhibitions please see below. For images, interviews and previews please contact the press office.

**Rebecca Munro | Media Relations Manager | London College of Fashion**  
Tel: +44 (0)207 514 2998  
E: [r.b.munro@fashion.arts.ac.uk](mailto:r.b.munro@fashion.arts.ac.uk)

\* Source: Centre for Sustainable Fashion, London College of Fashion

\*\* Source: Wateraid

#### **Notes to Editors'**

#### **FASHIONING THE FUTURE EXHIBITION AT CITY HALL, 19-30 November 2009**

Highlights of the 2009 awards will be showcased at London's City Hall, with thanks to the London Sustainable Development Commission. Open to the public, free of charge.  
Greater London Authority, City Hall, The Queen's Walk, London SE1 2AA

#### **FASHIONING THE FUTURE EXHIBITION AT FASHION SPACE GALLERY 16 November – 11 December 2009**

Highlights of the 2009 awards to be showcased at London College of Fashion.

**London College of Fashion**  
**University of the Arts London**  
20 John Princes Street London W1G 0BJ United Kingdom  
T 0207 514 2998  
E [r.b.munro@fashion.arts.ac.uk](mailto:r.b.munro@fashion.arts.ac.uk)

Open to the public, free of charge. London College of Fashion, 20 John Princes Street,  
London W1G 0BJ

**The Finalists of Fashioning the Future 2009 – Full biogs available from the press office**

**Design for a Thriving Fashion Industry**

Cecilia Ku, China

Claire Smith, UK

**Eleanor Dorrian-Smith, UK – Highly Commended**

Emma Churchill, New Zealand

Hoi Lam Wong, China

Robson Beyers, UK/USA

Joanne Jones, UK

**Miriam Rhida, UK - Winner**

Nicole Ferreira, South Africa

**On Ying, UK – Highly Commended**

Susana Bettencourt, Portugal

**Enterprise & Communication Initiative for a Future Fashion Industry**

Carmel Walsh, Italy

Danielle Sponder, US

Jenny Welwert Gil, UK

**Julia Crew, UK – Highly Commended**

Kerrie Luft, UK

Meaghan Orlisnki, Canada

**Ruby Hoette, The Netherlands – Highly Commended**

Tara Mooney, Ireland

**Zoe Grace Fletcher, UK - Winner**

**The Role of Materials in a Sustainable Fashion Industry**

Julia Roebuck, UK

**Karina Michel, US – Highly Commended**

Lauren Bowker, UK

Lizzie Harrison, UK

Nicola Woods, UK

Sharn Sandor, US

**Varun Gambhir, India - Winner**

**Systems for a Sustainable Fashion Industry**

Amy Springett, UK

Danielle Baker, UK

Felicia Felton, US

Larica Sam, UK

**Mary Hanlon, US - Winner**

Sam Formo, US

**London College of Fashion**

**University of the Arts London**

20 John Princes Street London W1G 0BJ United Kingdom

T 0207 514 2998

E r.b.munro@fashion.arts.ac.uk

Sarah Rhodes, UK  
Skye Schuchman, US  
Yu Ka Sin, China

### **Water – The Right for All Citizens of this Planet**

Anne Prah, UK – Highly Commended

Emma Rigby, UK - Winner

Kinza Zahid Mirza, The Netherlands

Lauren Palmer, UK

### **Centre for Sustainable Fashion**

The Centre for Sustainable Fashion (CSF) has been set up at London College of Fashion (LCF) to be an internationally recognised and globally connected catalyst for change, fully integrated with industry to create better lives through a sustainable fashion economy. The CSF works across education, research and industry to establish networks and develop capacity within the fashion industry and produce graduates who are fully equipped to effect positive change.

### **London College of Fashion**

London College of Fashion has an international reputation as a leading provider of fashion education, research and consultancy. The unique portfolio of specialist courses range in level, from Foundation to Postgraduate. The subject range corresponds to the process of the creation, production and promotion of fashion and the management and marketing of those activities. Many of the College's courses are unique to the UK and offer students an experience unmatched by even a handful of specialist colleges worldwide.

Alumni include Jimmy Choo (shoe designer), Harold Tillman (Chairman of British Fashion Council), Joseph Azagury (shoe designer), Jacques Azagury (fashion designer), Linda Bennett (LK Bennett), Angela Buttolph (journalist & TV presenter), Melanie Rickey (journalist), Lindka Cierach (fashion designer), Patrick Cox (shoe designer), Sarah Harris (journalist), Emma Hope (shoe designer), Ashley Isham (fashion designer) and Andrew Ramroop (tailor).

### **London Leaders**

London Leaders brings together London's leading lights in sustainability, to deliver change, and inspire others to do the same. This pioneering programme aims to demonstrate the power of cross-sector partnership and innovation for tackling London's sustainability challenges and delivering improvements in quality of life. Its goal is to motivate and empower individuals, organisations and communities to take responsibility and make the changes necessary to realise the vision of a world-class sustainable London.

The London Leaders programme has been established by the London Sustainable Development Commission (LSDC). The Commission was established in 2002 to advise the

### **London College of Fashion**

#### **University of the Arts London**

20 John Princes Street London W1G 0BJ United Kingdom

T 0207 514 2998

E r.b.munro@fashion.arts.ac.uk



Mayor of London on making London a benchmark for sustainable cities. The Commission is made up of a individual experts from the economic, social, environmental and London governance sectors. Commissioners give their time voluntarily, promoting sustainable development, embedding sustainability into London wide strategies, and helping make sustainability a meaningful and understandable concept for all Londoners.

[www.londonsdc.org](http://www.londonsdc.org)

**London College of Fashion**  
**University of the Arts London**  
20 John Princes Street London W1G 0BJ United Kingdom  
T 0207 514 2998  
E r.b.munro@fashion.arts.ac.uk