

**Media information**

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## Primary schools have fashion talent

- A new display at the Fashion and Textile Museum celebrates a wealth of fashion talent in British primary schools.
- Children's designs displayed from 30 March – 16 June 2012

Over one hundred primary schoolchildren have shown potential to form a new generation of design talent, according to fashion industry experts.

Judges at Newham College's Fashion and Textile Museum were impressed by the results of over 150 entries from children aged 12 and under in a national fashion competition.

Museum Curator and Chair of the competition judges, Dennis Nothdruff, said:

'We were so overwhelmed by the creativity of the entries that we felt we could be looking at tomorrow's top designers. These children's ability to imagine fashion beyond the constraints of function is inspiring.'

Legendary designer Zandra Rhodes will give awards to the top eleven designers at the Museum in Bermondsey Street SE1 on Tuesday 17 April.

The first prize winner is Indigo Lossen, Age 11, from Pimlico Academy, London for the collage 'Style is Your Identity' who will receive a bundle of Thames & Hudson books worth up to £250 for her school. Her design and ten runners up will be put on display at the Museum from 30 March to 16 June.

The competition, organised in collaboration with leading art publisher Thames & Hudson, has sought to inspire and engage would-be designers in the imaginative process of creating a fashion outfit. The Museum asked pupils to design an outfit with hair, make-up and accessories to lead a Spring/Summer collection. The competition attracted entries from as far afield as Aberdeen and Devon.

Dennis Nothdruff continued:

'Today fashion is a key part of the UK's creative industries: the sector employs nearly a million people and is distinguished by the originality of its designers. Although the UK is also a world-leader in fashion education, it's a subject that is rarely taught in schools.'

The Fashion and Textile Museum competition, along with a new publication *My Fashion Lookbook* from Thames & Hudson, seeks to address this gap by asking children aged 12 and under to think about the creative processes of a real fashion designer – finding inspiration, making a mood board, experimenting with colours, fabrics, print and pattern, and creating a 'lookbook' to show off a new range.

Children's Easter holiday fashion workshops, with a special series for 16-18 year-olds, will run at the Fashion and Textile Museum to coincide with the display from Monday 2 to Saturday 14 April.

The Winner and runners-up are (see images on separate pdf):

<b>WINNER Indigo Lossen</b>	<b>Pimlico Academy, London</b>	<b>Age 11</b>	<b>'STYLE IS YOUR IDENTITY' Mixed media collage</b>	<b>Fig. 4</b>
Jenna Murphy	Old Palace School, Croydon	Age 10	'Spring Fever' Collage with textile, cotton and wrapping paper.	Fig.5
Ben Best	Perrott Hill School, Crewkerne, Somerset	Age 12	'Skip Life' Silver glitter top. Orange mini skirt with two silver stripes of cloth.	Fig.2
Max Baldock	Perrott Hill School, Crewkerne, Somerset	Age 8	'Bold uniform' Paint and silver foil	Fig.1
Mia Clark	St. Matthews Primary School, Cambridge	Age 11	'Stunning Look!' Collage	Fig.8
Aisha Leigh Dymott	Queen's Park Primary and Nursery School, Brighton	Age 11	Pebble dress	Fig.9
Lucy May O'Farnelly	Ricards Lodge High School, Wimbledon	Age 11	Butterfly inspired design	Not illus.
Sara Orusi	All Saints Church of England School, Carshalton	Age 9	'Big Time Rush'. "B" dress.	Fig.6
Ned Perry-Wanes	Bure Valley School, Norwich	Age 10	'Afternoon Tea Look'	Fig.8
Alexa Rushin	Walthamstow Hall Junior School, Sevenoaks	Age 11	'My inspiration...my Lava Lamp!' Lava lamp orange dress.	Fig.3
Alexandra Vernon	Swimbridge CE Primary School, Barnstaple, North Devon	Age 8	Life size design. Feathery white skirt.	Not illus.

### Notes to Editors:

The 'My Fashion Look 2012' display is organised by the Fashion and Textile Museum, 83 Bermondsey Street, London SE1 3XF, in association with Thames & Hudson, and runs from 30th March – 16th June 2012.

Museum opening times: Tuesday–Saturday, 11am–6pm; Last admission 5.15pm.

Ticket prices: £7 adults, £5 students and concessions, free entry for children aged 12 or under

The Fashion and Textile Museum is the only museum in the UK solely dedicated to showcasing developments in contemporary fashion, as well as providing inspiration, support and training for those working in the industry. Founded by iconic British designer Zandra Rhodes, the museum is owned by Newham College London – one of Europe's largest further education colleges. The Fashion and Textile Museum, 83 Bermondsey Street, London SE1 3XF

For further information about FTM and its activities visit [www.ftmlondon.org](http://www.ftmlondon.org)

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The publication *My Fashion Lookbook* by Jackie Babhout and Cynthia Merhej is published by Thames & Hudson on 7 May 2012, ISBN 9780500650035, PLC, 64pp, £12.95 and will be available in the Fashion and Textile Museum shop alongside the My Fashion Look 2012 display.

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The first prize winner of the Fashion and Textile Museum competition 'My Fashion Look 2012' is Fig.4 'Style is Your Identity' by Indigo Lossen from Pimlico Academy, London. Each one of the following shortlisted entries can be supplied as a separate image file.

