

## V&A and BBC Fashion Festival: A Review

*By Iris Boudier, CreateVoice Journalist*

On Saturday 2 October 2010 the V&A organized a Fashion Festival in partnership with BBC Blast. Aimed at young people aged 13-19, the goal of the festival was to give 'an insight into the fashion industry, to let young people meet designers and get first hand experience', as David Judd, Creative Projects Manager at the V&A explained. With free workshops, talks given by industry professionals and drop-in events, there was a lot to do and enjoy! Here are a selected few.

The highlight of the day was, without a doubt, the talk given by Erin O'Connor and Hannah Marshall. David Downton, a fashion illustrator of renown, asked Erin, British model, and Hannah, fashion designer, about their careers, but also their friendship - incidentally, they met for the first time at the V&A. They gave some advice for aspiring designers/models, insisting on the fact that you really have to be passionate about fashion, 'It becomes your life', said Hannah, who, still in the whirlwind of the fashion weeks, hadn't had a day off in two months. When asked about their greatest achievement, Erin mentioned her appearance on a stamp 'it was surreal', and for Hannah, it was when she started her own label three years ago, after graduating from Colchester University. At the end of the talk, the audience had a chance to ask their questions.

There were some practical events, such as the fashion recycling workshop, where participants could customize clothes provided by vintage shop Beyond Retro. Lauren, 14, a GCSE Textile student from Buckinghamshire, thought that it was 'really good that they got younger generations to come and get involved' during the festival.



**Buzzing with creativity**

In the fashion illustration workshop, supervised by illustrator Doyeon Noro Kim, participants learned how to draw in a fashion context and make their designs jump off the page. Meanwhile, the creative styling drop-in event offered participants the chance to build an outfit around a chosen theme, which was then photographed and showcased

on a screen. Stylist Johannes Reopenen gave some great advice on how to get some experience from a young age, and recommended the possible courses related to styling that you can do at university, such as fashion promotion. Harriet, 16, from Hertfordshire, who is thinking of studying styling at university,



**Stylist Johannes Reopenen giving some top tips**

came to the day 'to have some guidance' and found the event very good and helpful'. For more information on courses, the 'fashion careers clinic' was there, and also provided help with putting together a portfolio.

For the web 2.0 enthusiasts, a fashion blogging talk was given by Aindrea Emelife, successful writer of 'fashionistadujour', a fashion blog she created when she was just 14. She gave advice on how to create your own blog, and make it grow into something that could potentially land you a job as a freelance writer, which is what happened to her!



**Aindrea Emelife, blogger extraordinaire**

Finally, the V&A artist in residence Juliana Sissons, a fashion designer specializing in knitwear, had her own workshop in the Sackler Centre Residency Studio, where young people could create their own little knitwear piece.



**Making a scarf in the Residency Studio**

All in all, the day was a great success. Young people came from different parts of the country to attend the events, and some of them, like A-Level student Amy, from Chester, found the day so inspiring that it 'swayed [her] more to do a foundation in art and design' next year.