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Fresh British Talents

London Graduate Fashion Week 2009

2009-05-27



Craig Fellows © Chris Moore

London Graduate Fashion Week has been going since 1991. Already in the first year none other than Christopher Bailey could take home the Collection of the Year Award. This is also where many other famous designers such as Stella McCartney, Julien Macdonald or Hussein Chalayan launched their careers. Ever since, the best students from various British universities have taken part in Graduate Fashion Week each year for a chance to win well-endowed prizes. The River Island Gold Award for the most outstanding collection after all carries an incredible 20,000.00 £ prize, thus offering young designers the unique chance to launch successful design careers after graduation. Besides, there are also a lot of fashion scouts in the audience. In overall 20 shows and one exhibition, more than 50 universities present the collections of their best students. Incidentally, the Fashion Department of the University of Applied Arts Vienna will also take part in the exhibition. The gala shows on 10 June are the highlights of Graduate Fashion Week. This is where the best designs are shown once more and the awards are presented.



Jessica Au © Chris Moore

DATE

7-11 June 2009

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Earls Court, London

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