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Fashion On The Farm

12 March 2008, 08:28AM

THE farmyard has never been so chic thanks to **Craig Fellows**, a third year BA (Hons) Fashion student from The University of Northampton. His cute and quirky poultry-inspired scarf designs bagged him the runner-up prize at last week's Society of Dyers and Colourists Midlands award ceremony.

"The colour of farmyard poultry is fascinating - quite a plain colour followed by bright colours throughout their plumage. By studying them, I've also found out that these animals have a lot of character," explains Fellows, who was awarded £200 to go towards his final year collection as part of the prize. "I was especially pleased that there has been recognition of my work and the positive comments from the judges."

Established in 1884, the Society of Dyers and Colourists is active in the development and understanding of colour and how it is applied in the fashion industry. (March 12 2008, AM)

Jessica Bumpus

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A design by Craig Fellows

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