

## MIDLANDS YOUNG FASHION DESIGNER AWARD WINNERS ANNOUNCED

The Midlands Young Fashion Designer Awards (MYFDA) was back for one night putting a spotlight on emerging talent from the West Midlands region resulting in a fabulous night of fashion, champagne and goody bags where three talented designers were announced as the 2009 winners.

20 designers were put through their paces all showcasing their collections to compete for a chance to be crowned the best in their category; Ready to Wear, Evening Wear and Haute Couture. Each collection was judged by a panel of industry professionals including Fashion Fringe Festival Winner and local Brummie Gavin Douglas, couture designer Sulaimi Brookman, designer and owner of Me Myself & I online boutique Helen Parker and fashion journalist Holly Senior from '69' Magazine.

"There were some really great designs so winning the award has made me feel more confident about my own work and ambitious to go further. My collection was inspired by various pieces of artwork and designers such as Dolce & Gabbana, which then inspired me to create my own artwork to use as print on my garments." Said Ready to Wear category winner Laura Smith from Staffordshire.

There was also a surprise award for best overall designer sponsored by '69' magazine which went to Haute Couture winner Lucinda Holbrook whose winning collection will feature alongside top labels in a fashion spread for '69' magazine. "To win twice was just more than I could ever wish for. I have been entering competitions for six years so to finally be recognised as a talent is the best feeling in the world. This is a brilliant opportunity for me and I really want to make the most of it" exclaimed Lucinda.

Each lucky winner will get a work placement and mentorship within the fashion industry, the chance to sell their collections on Me Myself & I online boutique, a designer profile in 69 magazine and a business start up book called 'How to Set Up and Run a Fashion Label' by Toby Meadows which should help get them on their way. Evening Wear winner Fiona Clarke from Nottingham said: "I'm constantly aware that I would like to have my own label and winning this award has given me the experience to help me make this possible in the future."

The beautiful models were preened by Stephen Fordham from Essentials Rugby and a team from Toni & Guy while guests were treated to music from up and coming signer Yeltza.

This year the MYFDA went pink and raised money for Breast Cancer Campaign. Raffle prizes included a deluxe fashion photo shoot from New<id, a meal for two at Bank restaurant, Corioliss hair and a Swarovski necklace.

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