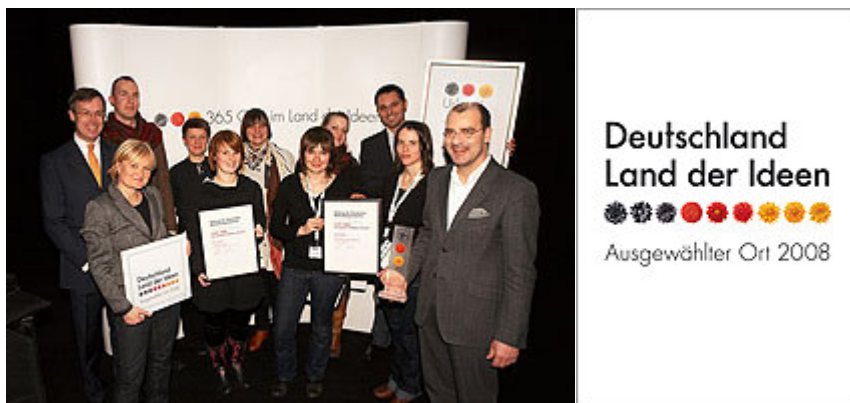


# GENERATION NOW

## Attitude: European Fashion Award 2008

JOYCE THORNTON 15.02.08

**This year's European Fashion Award, with "Attitude" as its theme, challenged design students to focus on the environmental and ethical issues surrounding fashion. Run by the German Fashion Industry Foundation (SDBI), the award is in its 30th year. WGSN reports.**



2008 award-winners pictured with members of the SDBI, whose work was recognised in the "Germany, Land of Ideas" initiative

Foundation members also won an award themselves. Given as part of the German Government's "Germany, Land of Ideas" initiative, this was in recognition of their work promoting the future of design creativity.



Melanie Gros collecting her award

Melanie Gros

As regards the *student* award, first prize went to **Melanie Gros** of Berlin's **University of Applied Sciences**. Gros took a bold, simple approach, looking at the issue of **waste**. Her "**For Square**" concept, which proposes garments that are designed to be cut without fabric wastage, stood out from the crowd for its **strong presentation, clear brand ethos**, and great, **wearable clothes for women**.

- The European Fashion Award is open to **Europe-based design students** in their fourth or later semester of study
- As well as **cash prizes**, a number of covetable **paid six-month internships** with Falke, Schumacher, and Otto were on offer
- **The German Fashion Industry Foundation (SDBI)**, ([mail@stiftung-bekleidu...](mailto:mail@stiftung-bekleidu...)) was founded by fashion entrepreneur Klaus Steilmann in 1977. It is a **non-profit making organisation** that exists to support and promote emerging design talent
- Presenting the "**Germany, Land of Ideas**" Award to the Foundation's board, Federal minister of Economics and Technology **Michael Glos praised the SDBI**, saying: "Your exemplary work should serve as a model for others to follow, and deserves continued support"

### Graduate contacts

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### Jury members 2008

**Susanne Fischer**  
Head of Marketing and Communications, Ispo Group, Messe München, GmbH



"For Square", Melanie Gros's winning concept

Everything in the collection is cut from a square, then manipulated and draped. Intended to have a **timeless appeal** that still looks good 10 years from now, the collection has a simple, chic handwriting. Black is used throughout, using **low-impact dyes**, and the cotton jersey is **sourced from organic suppliers** in Turkey. With this radical approach Gros aims to cut down on the 20% fabric wastage in the industry, which presently goes to landfill.



Laura Turner, Lauren Gilfillan and Esther Muir

The "Eco Pogue Mahone" concept

The "Eco Pogue Mahone" concept

Also looking at the issue of production waste were the collective design talents of **Laura Turner**, **Lauren Gilfillan** and **Esther Muir** of Gray's School of Art in Scotland, who won the second prize. Their label, "**Eco Pogue Mahone**", utilises scrap tartan fabric, creating a new material by weaving and sewing offcuts together. This fresh aesthetic attracts a younger customer.



Frauke Buschmeyer, "The Crocodiles Lie in the Gaps"

Third prize was given to **Frauke Buschmeyer** for a playful, individual approach to fashion, "**The Crocodiles Lie in the Gaps**". Buschmeyer's idea is to **create "favourite pieces"** that will inspire long-standing affection in the wearer. With an emotional connection established, the designer reasons, her pieces will become wardrobe

#### **Marcel Herrig**

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#### **Ulrike Okbay-Reichert**

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#### **Joyce Thornton**

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#### **SDBI partners**

[Ispovision](#)

[Otto](#)

[Falke](#)

[Schumacher](#)

[Alliance of German Designers  
\(AGD\)](#)

[Dr. Hauschka Kosmetik](#)

[Swiss Textiles](#)

staples - **the antithesis of "fast" fashion.**



Frauke Buschmeyer, "The Crocodiles Lie in the Gaps"

Buschmeyer's **whimsical concept referred to childhood**. Four stories about favourite animals - a lion, a penguin, a crocodile and a polar bear - inspired colours, material, shapes, and her appealing illustrative work.

### Special mentions



Sara Fromm, "Symbiosis"

**Sara Fromm's soft eco-friendly knitted pieces** are decorated with **felted and recycled clothing**. Fromm worked with both new and old materials for her concept, "Symbiosis".



Pia Heise

Pia Niewöhner

**Pia Heise** worked with **discarded German military parachutes**, and also recycled **leather and fur** to create some interesting ideas for womenswear, including accessories.



Pia Niewöhner

Otto von Busch

**Pia Niewöhner** was also given a special mention for her **exploration of unisex clothing**.

Finally, **Otto von Busch** was awarded a special prize for fashion theory, for his work in devising a new approach to manufacturing.

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