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The Fine Art of Travelling: European Fashion Award 2007

German Apparel Industry Foundation

Joyce Thornton, WGSN 03.04.07

2007's European Fashion Award, run by the German Apparel Industry Foundation, was a year of outstanding entries. It gave the judges much to consider. WGSN reports.

This year the judges had the mammoth task of selecting several winners from a very large array of submissions. In total, 114 young designers from an impressive 14 countries submitted 68 pieces of work to the competition.



Winner, Mi-kyong Yeom - Winterreise

The fashion prize was awarded to **Mi-kyong Yeom**, a young Korean, who submitted items from her beautiful, quietly-inspiring collection *Winterreise*. She and the other winners were presented with their prizes after a special catwalk show at Ispo in Munich last month.

Mi-kyong Yeom won 3,000 euros and a six-month paid internship with Akris, St. Gallen, as well as a fabric voucher worth 750 euros from Swiss Textiles.



Mi-kyong Yeom - Winterreise

Yeom creates a pale, poetic mood, **inspired by a winter odyssey through the German forests**. The designer's concept was inspired by **Schubert's *Winterreise***. She explores how **music takes the listener on an emotional voyage**.

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Fact file

- The European Fashion Award is run by the German Apparel Industry Foundation and is open to fashion design students, based in Europe, studying in their fourth semester or higher.
- This year, the theme of the competition this year was "The Fine Art of Travelling". Apart from cash prizes, the Foundation also offered a number of coveted internships with Tumi, Quiksilver/Roxy, Mover Sportswear SA, Akris, and Interbrand Zintzmeyer & Lux.
- The German Fashion Foundation (Stiftung der Deutschen Bekleidungsindustrie) was founded by the German fashion entrepreneur Klaus Steilmann in 1977. It is a non-profit making organisation that exists to support and promote emerging design talent.
- Further Information

www.stiftung-bekleidungsindustrie.de

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Joan Tarragó Pampalona

Inventive cutting and atmospheric prints were features of the collection. Colour was restrained, with a neutral palette placing emphasis on whites and soft greys.



Winners of the Fashion Branding Award, Karen Scholz & Joan Tarragó Pampalona

The **creative strengths of fashion and graphics** combined to make an impact in the collective entry of **fashion designer Karen Scholz and graphic artist Joan Tarragó Pampalona**.

The pair scooped two prizes, trouncing the competition to take home the **Fashion Branding Award** and also **picking up second prize in the Fashion section of the competition** for their wonderful, innovative work.

Drawellink Places, is a unique concept and brand identity that harnesses fashion and graphic art. The end product is a **rare and exciting body of work, where brand identity is inherent**. This comprehensive work unanimously delighted the judges.

Drawing is at the centre of the project, and Tarragó Pampalona's wonderful sketches of monsters were used throughout to decorate the clothes and bags.



Drawellink Places, Karen Scholz & Joan Tarragó Pampalona

The concept is also a **response to the digital image overload of today's world**. Clothing, bags, accessories and entertainment have all been considered in this inspiring collection.

Both the clothes and the bags submitted revealed hidden secrets, **merging practicality with a marvellous, playful spirit**.

The garments featured wonderful, stitched, decorative drawings, while

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zip panels and pockets concealed graphic monster prints. Cozy cushion collars on outerwear hid from the naked eye playful, monster toys.

The bag featured in the collection is a great journey of delights in itself. Like a Russian doll, each layer reveals another surprise. The soft satchel bag contains another drawstring bag within, which becomes a waterproof seating area. This could be used as a mobile workstation or simply for a picnic in the park.

The artists wanted to **encourage and promote personal creativity**, encouraging a process of recording journeys or events by drawing and writing. A box includes a supply of pens with a calico canvas and finally, at the bottom of the box, hidden is a game using magnets.

German-born **Karen Scholz won 2,000 euros and a six-month internship with Quiksilver/Roxy in Biarritz**. She also received a fabric voucher for 750 euros from Swiss Textiles. Graphic artist **Joan Tarragó Pampalona from Barcelona won 2,000 euros and a six-month paid internship with Interbrand Zintzmeyer & Lux**.

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Batmunkh Bataa and model wearing her design

4 Kilos - 4 Seasons collection

Batmunkh Bataa's 4 Kilos - 4 Seasons collection won one of the third prizes in the fashion section with an **elegant, minimal and practical solution to travelling**. Individual pieces can be combined in many ways and are easy to care for.

The design of the pieces was considered and sophisticated, while the **choice of materials impressive and mature**. An example of this was the use of cashmere, which was chosen for both its wonderful softness and also for the fact that the weight is a tenth of that of wool.

Many of the pieces were versatile and offered the wearer choices, such as the coat, which could also be worn as a cape or a wrap. **Bataa won 1,000 euros, a six-month internship with Mover Sportswear SA in Lausanne** and a fabric voucher for 750 euros from Swiss Textiles.

Arnold Gevers *Grand Tour*

Arnold Gevers collecting his award

Sharing the third prize in the fashion section was **Arnold Gevers** who submitted a menswear collection with the theme *Grand Tour*. Inspired by the concept of aristocrats journeying from Paris and St Petersburg in the 18th century, Gevers came up with some **great ideas for modern menswear**.

His individual design work revealed a **forward-looking approach**. Also, his **choice of materials, such as oxidised denim and reflective foil highlights, was especially commended**, creating a futuristic flavour.

Lisa Stroux, *Suitable*

This year there was an exciting extra dimension to the competition with the addition of the **Special Luggage Award**. This was won by the marvellous entry, *Suitable* from **Lisa Stroux**, who graduated in 2006 with an **MA in Product Design from the Royal College of Art** in London.

She won 2,000 euros and a fabric voucher worth 750 euros from Swiss Textiles. The jury were unanimous in their admiration for Stroux's work, which achieved the **remarkable feat of transforming a great-looking bag into an elegant, wearable, multi-pocketed coat**.

An integrated frame simplified the folding process. Materials, including waxed cotton, polypropylene and neoprene were fashion-right and practical. The concept is intended to enable the owner to pack all the belongings needed for a three-day trip and either carry it in bag form or wear it as a chic, traditional coat.

Oliver Reinecke, *Transit*

The **second prize in the Special Luggage Award** was won by **Oliver Reinecke** for *Transit*. Judges loved this **bag, which transformed into a shelf system**, serving as a re-invention of the traveller's trunk for the 21st century.

Using lightweight materials and a simple system of assembly, the jury saw much potential for development in this **simple, yet ingenious, design**.



Anna Steinmann

A **third prize in the Special Luggage Award** went to **Anna Steinmann** for *Yoga*. Inspired by a bamboo yoga mat, Steinmann created a **versatile bag, which transformed into a variety of sizes and included the option of a base with wheels**.

It also unzipped to become a simple mat. This concept was **individual, elegant and aesthetically pleasing**.

Special mentions



Jannita van den Haak

Jannita van den Haak, who graduated last year from the renowned **Design Academy Eindhoven**, was awarded a Special Mention in the Luggage Award for creating a **great backpack for women**.

Using fabrics and textures from fashion and **subtle tones of soft subdued metallics**, her bag was full of **thoughtful, light-hearted details**. Pleated features added practical volume as well as decorative detail.

A zip-off small handbag was neat and useful and a cushioned, embroidered case for a powder compact was a lovely final touch.

Special mentions in the fashion section were young designers **Dorothea Hansen, and Katrin Sergejew**.

Carolin Petersen, Luisa Hirsch and Team "Leibes Fernweh" from Fachhochschule Hannover/University of Applied Sciences and Arts Hannover, received fabric vouchers worth 750 euros each from Swiss Textiles.

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