



279

**FAY BROAD**

United Kingdom

The Manchester College | Manchester | United Kingdom

Fashion Design | 1<sup>st</sup> Semester

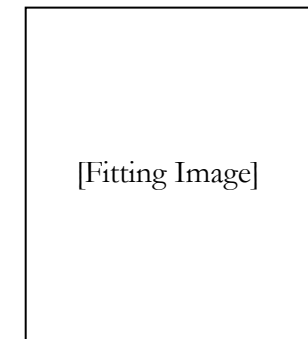
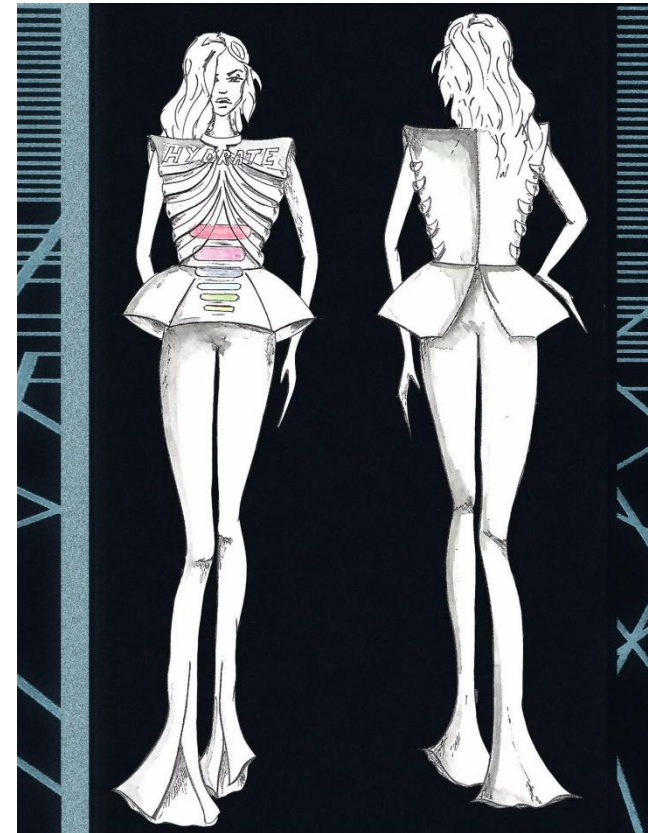
Year of Birth: 1986 | ♀

**CONCEPT “BODY TALK”**

I chose this theme - #SPORTING - as I have the strong belief that that current market for sports wear offered lots of exciting things including new fabrics, exciting designs and constant newness, but I wanted to offer something innovative and not just recreate something that was already available, but introduce a new way of communicating through clothing to the wearer and everyone around them. I researched sportswear with added technology and came across an array of clothing that used digital technology to communicate and I wanted to draw back from this hi-tech method and offer a new way of communicating what was happening in the body. I chose to use Thermochromic and Photochromic inks to print onto my garment, which communicated the point at which the wearer would need to hydrate their bodies in order to maintain a health body temperature whilst working out. The inks would react at different body temperatures to give a clear indication of exactly what was happening and at what point in their workout. I chose to use neoprene as a fabric as it offers an array of benefits to the wearer, structure, resistance to water and a comfortable fit and feel. The colours I chose were a base of Black and then the temperature gauges consisted of colours which I related to everything I wanted my garment to encompass - Warmth, Confidence, Boldness, Strength and Health. The structure on the front of the garment - a ribcage made from perspex adds to the dramatic cut of the garment.

**COVER LETTER**

I would like to take this opportunity to introduce myself and the positive energy and manifestation that I have for Fashion, Design and Innovation. For a long time before my journey into higher education I longed to design fashion and work in a creative environment. I fulfilled that dream and enrolled on the Fashion & Textiles HND course at The Manchester College 15 years after leaving education! My surety that this is where I need to be right now at this point in my life is so pure and my intentions are to be able to create Fashion which not only encapsulates new, exciting and innovative technologies, to create something both beautiful and functional. The Frankfurt Design Awards are a fantastic outlet for enthusiastic designers like myself to be given the chance to make fashion history and open up an enthralling world of opportunity whilst being able to create and showcase my design to an audience wider than I could anticipate...that would be an extreme honour!



\*finalist of the waiting list