



# FASHION & FAIRYTALE UNDERGRADUATE TEACHING RESOURCE

Competition deadline: 31<sup>st</sup> January 2020



PHOTO CREDIT: [DAVID HUGHES: BALLGOWNS: BRITISH GLAMOUR SINCE 1950. MULLEN BOOKS](#)

## UNDERGRADUATE FASHION & FAIRYTALE TEACHING RESOURCE

### Brief:

'Fashion and Fairytale,' is a unique, once in a lifetime opportunity, to let your imagination soar and design the outfit of your dreams. This is an exciting project that merges fashion, fairytale and nature, with the overall emphasis on beauty.

As part of the Fashion & Fairytale exhibition at the Bath Assembly Rooms in August 2020, and as a celebration of creativity, schools, classes and individual students are invited to submit nature inspired, outfit designs to the Fashion & Fairytale design competition by the 31<sup>st</sup> January 2020.

Entries will be judged by leading local designers and craftspeople. The winning outfit will be created - with input by the winning creator - and exhibited alongside international fashion designer and children's author, Cindy Beadman's iconic collection of gowns from 2<sup>nd</sup> – 6<sup>th</sup> August 2020, and in her collection book due to be published alongside the exhibition.

Other prizes include a [VV Rouleaux](#) Millinery workshop, a £40 [Makery](#) workshop and a [Scrapstore Wiltshire](#) Leather Workshop for the winner. Prize for their college/university TBC

### Aims of the competition:

Using nature and fairytale as a source of inspiration, the Fashion & Fairytale design competition aims to excite the imaginations and creativity of undergraduate students *of all abilities* and invites them to, not only be inspired by the wonders of nature around them, but also consider the importance of sustainability and preservation of the natural environment.

By encouraging students to interact with nature, we hope they will be able to see nature as a nourishing source of creativity, helping them to develop a relationship with the natural environment and their own creative selves.

By collaborating with Bath schools, craftspeople, businesses, Bath College fashion students and Mentoring Plus, the competition is a celebration of creativity. It offers all local students the opportunity to consider what role they can play in creating sustainable fashion, how garments are made and enable them to get creative whilst developing new design skills.

### Learning Outcomes:

- Students will appreciate the beauty of the natural environment around them
- Students will understand the role they can play in protecting their environment
- Students will be equipped with the knowledge and skills to experiment, invent and create their own works of art, craft and design
- Students will create an individual design that showcases their creativity
- Students will understand the importance of sustainable fashion and the impact of fast fashion
- Students will develop new design and textile skills
- Students will learn how garments are constructed and appreciate the skill of designers and craftspeople
- Students will practice flat-lay design techniques

### Inspiration:

This exhibition has been inspired mainly by two major blockbuster exhibitions at the V&A. *Fashioned from Nature* and *Ballgowns: British Glamour since 1950*. The latter included work by Cindy Beadman.

These two exhibitions had very distinct and seemingly separate intents in their learning outcomes. Fashioned from Nature explored 'the relationship between fashion and nature from 1600 to present day, showing how fashion has drawn from nature, but has also had a harmful effect on the natural environment'. Its goals were historical, political and environmental.

The British Ballgowns exhibition, however, was an exploration that focused more on luxury and design and 'featured more than sixty social events such as private parties, royal balls, state occasions and opening nights.' The ballgown has often been considered a piece of frivolity; an excess of material that conveyed status and material wealth.

Our exhibition looks to harness many aspects of these two exhibitions; the social concept of the gown and its connection to balls and fairytale, and the desire to push back against the idea that a ballgown need be an object of luxury and excess. We aim to explore the concept of the gown returning to its 'natural roots.'

Every piece in Cindy Beadman's exhibition is made from natural fibres such as Habotai Silk, hand dyed, processed and sewn, eschewing mass production and returning to historic craft. They are pieces of nature, crafted in a natural way, deriving much of their source material and design from natural motifs and landscapes.

This retrospective exhibition serves to inspire a new era of designers whose own legacy will be the preservation of the natural environment for future generations.

### Resources:

We have provided some **optional ideas** to help kickstart the creative process, but these are only suggestions. For further information concerning appropriate curriculum links, please scroll down.

- **External Lesson Provider:**

Local teacher, fashion designer and stylist Rachel Blake (<https://www.rachelpblake.co.uk/>) has kindly offered to launch the competition by facilitating a 60-minute lesson.

The lesson will focus on the anatomy of fashion design, flat-lay and styling tips, mass production of garments and explore the ethical and sustainability issues of fast fashion.

- **Excursions:**

We have arranged for students to visit the Bath Fashion Museum for free and view one of Cindy Beadman's iconic ballroom gowns in their collection.

If time is tight, why not get out of the lecture hall with sketchpads and encourage students to study the flora and fauna in or near their homes or college site. They could also examine what safe recycled objects could be re-purposed to form part of an outfit. Associated sketchings and collections could form the basis of their final designs.



In their role as partner to our Fashion and Fairytale project, Scrapstore Wiltshire welcome any school visits to utilise their recycled resources as a source of inspiration.

- **Activities:**

#### Natural Dyeing:

Using a variety of natural dyes made from readily available groceries such as chopped and boiled beetroot, carrots, berries, red cabbage etc, students can explore how using colour on different textiles can reduce the carbon footprint of fashion and discover the bounty of their natural environment.

#### Research Project:

The fashion industry's growing sense of responsibility for nature and ecology has led to innovative results recently, with garments being made from tree roots, plastic bottles, orange peel and grapes - see exhibition video (link below) at the V&A, 'Fashion from Nature.' Students can research sustainable materials such as





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Further 'microfashion' or nature inspired outfits can be viewed here:

<https://www.davidellwand.com/microfashion>

<http://www.fairie-ality.com/InsideFairie.asp?spread=1&size=MED>



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Cindy Beadman's own fairytale story:

A Bath based fashion designer and author, Cindy's own story of her rise to international fame is inspirational: *"The inspiration for this project came about from my deep love of nature. As a gamekeeper's daughter who grew up in the woods and fields, I was aware at a very early age of a profound connection to the wildness and beauty all around me.*

*It was this heightened sensitivity and enhanced sense of beauty that has informed every creative impulse of my life, whether through my writing, my art-work, my interiors or my fashion designs.*

*I want others to experience the sheer joy and utter freedom of letting the imagination soar to its most luminous transcendent heights. This was the wellspring and heart centre, of the 'Fashion and Fairytale' enterprise."*

You can learn more about Cindy's wonderful children's books here:

<http://www.cindybeadman.com/my-books/>

- Videos:

The Fashion and Fairytale exhibition has been inspired by two seminal exhibitions at the V&A. *Fashioned from Nature* and *Ballgowns: British Glamour since 1950*, which included work by Cindy Beadman. You can access the videos on our website here:

<https://www.fashionandfairytale.co.uk/design-competition>

or via YouTube here:

<https://youtu.be/JjkyleJ5plc>

[https://youtu.be/1PaCzbe\\_gsU](https://youtu.be/1PaCzbe_gsU)

For more inspiration, you can also access two other videos showing Cindy Beadman's own secret sea inspired grotto and one providing examples of foraged creatures:

<https://www.fashionandfairytale.co.uk/design-competition>

- **Curriculum links:**

Our team is made up of primary school teachers, governors and parents. We understand how much pressure colleges are under to ensure the demands of the course curriculum are met; however, we feel this project can dovetail with many aspects of the below undergraduate course outlines:

Fashion & Textiles Level 3:

*"You will learn creative and practical techniques...This includes fabric printing, hand and machine knitting, pattern cutting, fashion design and illustration, historical issues in art and design, and fashion professional practice."*

The competition offers an opportunity for students to further their programme of study whilst gaining experience of the importance of a clear and detailed flat-lay. Input into the physical creation of the winning outfit for all four age categories is also possible.

Art & Design Level 1:

*"Units include:*

*Exploring 2D and 3D visual ideas*

*Contextual history of art and design*

*Producing art and design outcomes"*

BA Honours: Fashion Design: Relevant Modules:

*"Fashion is a dynamic and challenging discipline that is an expression of what people feel and think. It is about evolution and change through design, influenced by cultural, social, historical, economic and political change. To this end you'll cover all aspects of the design process, from research and design development, drawing and illustration, colour and fabric development, historical and cultural studies, as well as the ability to translate ideas from 2D to 3D."*

Year one (Level 4) modules:

*Research for Design Development*

*Presentation and Illustration*

*Introduction to Fabrications*

*Introduction to Visual and Material Culture: Design*

*Introduction to Form, Construction and Cut*

Year two (Level 5) modules:

*Introduction to Tailoring*

*Fashion Design: Contemporary Issues and Practice*

Year three (Level 6) modules:

*Visual and Material Culture: Final Study*

*Design Realisation*

**How to enter:**

Entry is FREE and **final designs should be submitted by Friday, 31<sup>st</sup> January 2020, using our A3 Fashion & Fairytale design sheet.**

**Outfit designs should use both sides of the A3 sheet and must detail the front and back of the outfit.** The design can be 2D; drawn, painted, sketched, use multimedia or have an element of 3D collage. The design can feature both words and images.

**Applicants should include a flat lay drawing identifying all seams, topstitching, hardware, and any other design details.**

Students will be judged on their innovative and ethical approach to materials and production, the uniqueness of their design and their interpretation of this brief, whilst also honouring sustainability, re-cycling and the natural environment.

**Entry sheets can be ordered and submitted** by contacting Katy Hancock, Fashion and Fairytale Competition Coordinator by email: [fashionandfairytale@gmail.com](mailto:fashionandfairytale@gmail.com) or by calling 07970 036 979.

**Further Information:**

For any queries, requests for support and assembly/lesson provision please contact us at [fashionandfairytale@gmail.com](mailto:fashionandfairytale@gmail.com)

Follow us on Instagram: [https://www.instagram.com/fashion\\_and\\_fairytale](https://www.instagram.com/fashion_and_fairytale)

Visit our website: <https://www.fashionandfairytale.co.uk>

For more about Cindy Beadman: <http://www.cindybeadman.com/about-me>