



FASHION & FAIRYTALE SECONDARY TEACHING RESOURCE

Competition deadline: 31st January 2020



SECONDARY 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 pupils are invited to submit sustainable, nature inspired, outfit designs to the Fashion & Fairytale design competition by the 31st January 2020.

Entries will be judged by leading local designers and craftspeople. The winning outfit will be created and exhibited alongside international fashion designer and children's author, Cindy Beadman's iconic collection of gowns from 2nd – 6th August, 2020.

Other prizes include a Pfaff 260C Sewing Machine (approximate value £350) courtesy of [Sewing Studio, Bath](#), a [Makery](#) craft kit and a [Scrapstore Wiltshire](#) leather workshop for the winner and prizes for their schools' class 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 secondary school 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 begin to 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

Resources & Inspiration:

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

- **Assemblies/External Lesson Provider:**
Local primary school teacher, fashion designer and stylist Rachel Blake (<https://www.rachelpblake.co.uk/>) has kindly offered to launch the competition by facilitating a 15-20-minute assembly or 60-minute lesson at

your school.

The assembly will inspire the students to get creative, be influenced by nature and introduce the concept of design and sustainability.

The lesson will focus on the anatomy of fashion design and explore the ethical and sustainability issues of fast fashion.

- **Excursions:**

We have arranged for schools 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 classroom with sketchpads and encourage students to study the flora and fauna in or near their school site. They could also examine what safe items from the school recycling bins could be re-purposed to form part of an outfit. Their sketchings and collections could form the basis of their final designs.

- **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 bamboo, lyocell (wood pulp), pinatex (pineapple leaves) industry waste leather, recycled polyester. By discovering new ways to create ethical fashion they can debate the merits of fast fashion and its impact on their environment.

Nature rubbing; discovering 3D textile techniques:

Using charcoal, chalk or pencil, invite students to find natural objects with interesting patterns – like bark, wood, stones, stiff leaves – and overlaying with paper, gently shade over the object to see how its pattern transfers to the paper. Patterns could then be replicated using different medium such as embroidery, 3D Shibori (<https://makezine.com/projects/add-texture-to-fabric-with-3d-shibori-techniques/>) or by using waxes, gels or sewing on a variety of textiles (<https://artygirl2010.blogspot.com/2018/12/adding-texture-to-textiles.html>).

- **Teaching aids:**

Word Clouds:

Why not invite students to create their own word cloud; any words that represent their design could be woven into their final outfit as Cindy Beadman did with her own design (now part of the V&A collection). An example is shown below.

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

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

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

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 schools are under to ensure the demands of the national curriculum are met. We also know that the new Ofsted Inspection Framework is placing more emphasis on a wider and richer curriculum and that inspectors are training their eyes on a variety of learning:

"Inspectors will make a judgement on the quality of education by evaluating the extent to which: ...learners study the full curriculum. Providers ensure this by teaching a full range of subjects for as long as possible, 'specialising' only when necessary" (Ofsted School Inspection Handbook May 2019)

We hope that the Fashion and Fairytale competition affords students *of all abilities* the chance to engage with the national curriculum, be it through Art, English or Design and Technology. To help support you in your SDP planning, we have included the relevant programme of study links:

Art and design programmes of study: National Curriculum in England

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/239062/SECONDARY_national_curriculum_-_Art_and_design.pdf

“Through a variety of creative and practical activities, pupils should be taught the knowledge, understanding and skills needed to engage in an iterative process of designing and making.

When designing and making, pupils should be taught to:

- use research and exploration, such as the study of different cultures, to identify and understand user needs*
- identify and solve their own design problems and understand how to reformulate problems given to them*
- develop specifications to inform the design of innovative, functional, appealing products that respond to needs in a variety of situations*
- use a variety of approaches [for example, biomimicry and user-centred design] to generate creative ideas and avoid stereotypical responses*
- develop and communicate design ideas using annotated sketches, detailed plans, 3-D and mathematical modelling, oral and digital presentations*

English programme of study: National Curriculum in England

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/335186/PRIMARY_national_curriculum_-_English_220714.pdf

“Aims:

The overarching aim for English in the national curriculum is to promote high standards of language and literacy by equipping pupils with a strong command of the spoken and written word, and to develop their love of literature through widespread reading for enjoyment. The national curriculum for English aims to ensure that all pupils:

- develop the habit of reading widely and often, for both pleasure and information*
- acquire a wide vocabulary, an understanding of grammar and knowledge of linguistic conventions for reading, writing and spoken language*
- appreciate our rich and varied literary heritage*
- write clearly, accurately and coherently, adapting their language and style in and for a range of contexts, purposes and audiences”*

Design and technology programmes of study: National Curriculum in England

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/239041/PRIMARY_national_curriculum_-_Design_and_technology.pdf

“Purpose of Study:

Design and technology is an inspiring, rigorous and practical subject. Using creativity and imagination, pupils design and make products that solve real and relevant problems within a variety of contexts, considering their own and others’ needs, wants and values...High-quality design and technology education makes an essential contribution to the creativity, culture, wealth and well-being of the nation.

Aims:

The national curriculum for design and technology aims to ensure that all pupils:

- Develop the creative, technical and practical expertise needed to perform everyday tasks confidently and to participate successfully in an increasingly technological world*
- Build and apply a repertoire of knowledge, understanding and skills in order to design and make high-quality prototypes and products for a wide range of users*
- Critique, evaluate and test their ideas and products and the work of others.”*

How to enter:

Entry is FREE and **final designs should be submitted by Friday, 31st 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 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 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

Follow us on Instagram: 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>