

Fashion Retail Academy News Round Up 2008/2009

End of Year Fashion Show Sale

On the 6th December the Lecture Theatre at the FRA played host to it's first fashion show and end of season sale run exclusively for and by the students from both levels. The catwalk showcased the Autumn / Winter stock from the Fashion Academy Boutique and the students that bravely modelled the outfits received the full star treatment having their hair and make up styled by students from The London College of Fashion. Following the show, Academy staff went back to their roots, working on the shop floor and selling the mock shop stock to the students at rock bottom prices.



Lecturer Tony Morgan's Book Launch

We are pleased to announce after 21 years in the business, our very own Tony Morgan is now a fully fledged published author. Tony's book, "Visual Merchandising: Window and In Store Displays for Retail" is now available in stores and online as from March 2008, being sold internationally. The book explores the role of the Visual Merchandiser as part of a retail operation and stresses the importance of effective VM. The book is an invaluable guide to retail professionals and students alike, giving both parties a thorough grounding in the subject of VM including store design, window dressing and useful floor plans and layout schemes. The official book launch was held at The Fashion Retail Academy on the 10th April 2008, where people got the chance to meet the author himself and mingle with the big names in the industry as well as press.



Academy Building up for Prestigious Award

The Fashion Retail Academy is incredibly proud of its building; a feeling shared by students and staff alike. Visitors to the building constantly comment on the presence and style that the building has as you approach from Stephen Street, not to mention the state of the art facilities and fantastic learning spaces. Finally the building that we have all grown to love is getting the recognition it deserves. The Learning and Skills Council (LSC), in association with the Royal Institute of British Architects (RIBA), short listed the building for the prestigious Further Education Design Awards 2007. The awards recognise design excellence of facilities within the Further Education (FE) sector. The Awards Ceremony took place on the 21st April 2008 where the building received an highly commended award.



Second Annual Awards Ceremony

The FRA celebrated its second annual awards ceremony on the 8th July 2008 with over 300 graduating students. Students found themselves rubbing shoulders with the retail bosses of the industry including Sir Philip Green(Owner of Arcadia), Sir Stuart Rose(CEO of M&S), Terry Green(CEO of Tesco Clothing), and Andrew Varley(Executive Director of Next). Peter Jones of Dragon's Den fame was also seen enjoying the successes of the students at the Academy. Students enjoyed mingling with the big names in the industry whilst looking over the work on exhibition enjoying the refreshments and canapes sponsored by Marks & Spencer.

The Award Winners were as follows:

Next Outstanding Student Award: Samantha Doyle

Tesco Outstanding Student Award: Ahmed Khan

M&S Outstanding Student Award: Laura Stainer

Arcadia Outstanding Student Award: Sophie Price

Level 2 Student of the Year Award: Toby Milroy

Eco Bag Challenge

Working with "Get Serious World", the eco bag warriors committed to ridding the world of plastic carrier bags, Level 2 students were presented with the challenge of creating a design to adorn an eco-friendly fashion bag. With the promise of the best design being printed onto a bag all students had their eyes on the prize and worked together to develop slogans and images to demonstrate a positive message. With so many great entries it was hard to select a winner. The GSW team decided the most innovative and fashion aware design was one for M&S. The design, created by Melissa Ingram, Poppy Bostock, Franca Jeavons, Mary Cobbina, Annie Gregory, Rebecca Jackson and Stephanie Westphal featured the slogan "This is not just a bag, this is our eco friendly bag". Not only did the winning team receive iPod shuffles, they also received an audience with Sir Stuart Rose where they were given the opportunity to present their winning bag design.

