

## City's fashion on the Catwalk

Southampton Solent University's BA (Hons) Fashion Management with Marketing students brought the city's couture to the catwalk as part of Southampton Fashion Day '14 at the Grand Café on Thursday 3 April 2014.

'The Structured Runway' fashion show represents the different architectural designs found around the city of Southampton. Represented on the catwalk were Southampton's independent labels, local designers, students from Bitterne Park School, as well as clothing from the high street stores including TK Maxx, Foxy Lady, Devenois and Vaccine Clothing. There was also an exciting fashion collection from Solent graduate Geriee Omofia.

The event was organised by final-year BA (Hons) Fashion Management with Marketing students Elise Parkes (21) from Malta and Alice Stuart (22) from Stratford Upon Avon, in collaboration with students studying fashion design, fashion promotion, fashion public relations, fashion photography, fashion styling and make-up and hair design.

Elise Parkes, who has already secured a six month fashion internship at Hugo Boss in New York when she leaves, said "Planning and producing 'The Structured Runway' has been a great live work experience. I would thoroughly recommend Solent University to any student wanting to study fashion. The course is very practical, which is essential in the highly competitive fashion industry."

Alice Stuart added, "I really enjoy studying fashion at Solent because we are given the freedom to develop our own style and to put our own stamp onto our fashion projects. After graduation, I will be going into an internship at a fashion PR company in London; I'm really looking forward to developing my fashion career after uni."

Israr Jan-Parker, Course Leader of the BA (Hons) Fashion Management with Marketing degree course said, "It was a fantastic evening of fashion. The girls coped well with the pressures of a live event and rose to the challenge. They worked hard to build relationships and negotiate with the fashion designers and local businesses - vital skills for a career in fashion event management."

The Structured Runway featured fashion collections from the following designers:

- Gemma Westway
- Tamara Joseph
- Vaccine
- Foxy Lady
- Bitterne Park School & Sixth Form
- Devenois
- Aditi Ganesh Sane
- Geriee Omofia
- TK Maxx
- Withney Limbu
- Laura Stockl

If you are interested in shaping the future of fashion, it's not too late to apply for one of Southampton Solent University's specialist fashion degree courses. Visit [www.solent.ac.uk/courses](http://www.solent.ac.uk/courses) to find out more.

FOR FURTHER INFORMATION CONTACT THE MEDIA OFFICE ON 023 8031 9079 or [press.office@solent.ac.uk](mailto:press.office@solent.ac.uk)

## About Southampton Solent University

Southampton Solent University offers more than 23,000 students over 200 qualifications ranging from HND to PhD, in subjects such as maritime education and training, fashion and design, media and television, music, health, sport and leisure, business, IT and technology. The university was awarded the 2013 Quality Assurance kitemark for quality and standards of teaching and learning. Solent was voted one of the most creative universities in the UK in a Which? University 2013 poll of students. It has been awarded 'Gold approval' by the Association of Chartered Certified Accountants (ACCA).