

# DESIGN STATION 2007: Budding fashion designers at work



Raffles Design, Asia's largest design group hosted a fashion show at Orchid Hotel on 23rd November 2007. Conducted annually, "Design Station 2007", professional models donned the creations designed exclusively by the students of fashion design and fashion marketing management. The objective is to showcase the professionalism and creativity in the students' work, a quality inculcated at Raffles at its courses. It also gives an opportunity for students to

showcase their design to people from industry besides working on live projects. People from fashion industry and other schools attended the show. The show was co-sponsored by 'Jelmoli', a fashion outlet specializing in kids, teens and women's wear. Hair and make up sponsored by was Ms. Seema V. Jerajani from 'Fusions'.

The fashion show covered four themes: confusion conquered, gothic bride, memories, and mid-summer night's dream. Each theme



exhibited creations on different concepts. The 'confusion conquered' was more like various puzzle pieces. The 'gothic bride' related to medieval times and the 'mid-summer night's dream' was a fairy tale fantasy. Most of the themes were conceptualised by students themselves. Keshwani, aged 18, her theme 'confusion conquered' was founded on her personal journey of maturing professionally at Raffles Design. She intends to go for masters upon



completion of her fashion design course at Raffles. Of course, like most fashion designers she wishes to launch her own brand. Another student, Sushmita Nair says that her parents were "thrilled and excited" to see their daughter's first fashion show. Although happy, Ms. Nair is far from being satisfied! Reason, says Ms. Nair 'satisfaction kills desire (to excel)'.

The entire show was coordinated by fashion design and fashion marketing

students, assisted by their professors. "Fashion shows are the most important aspect of a fashion design school," says Corne Cotze, a senior fashion design lecturer at Raffles from South Africa who has worked in London and Johannesburg before. When asked to comment on the show, he says 'good' but like any other responsible teacher is quick to add 'it could be improved further'.