

EARLY DAY MOTIONS

With six exceptional contenders each taking their first steps, who'll be voted the Scottish Fashion Awards Young Designer of the Year is anyone's guess. By **Elizabeth McMeekin**

The Scottish Fashion Awards Young Designer of the Year category for 2010 contains a few familiar names. While Holly Fulton, Graeme Armour and Louise Gray all qualify as young designers, each has a formidable reputation within the industry. Their ages may vary, but each runs a business in its infancy.

Sponsored by Glasgow: Scotland with Style and with past winners including Christopher Kane, the category is always one to watch. Not only does it contain some of the most innovative emerging talents, but it's also one of the least predictable categories.

Fulton, who designs accessories and clothing, leads up the category. Her bold and colourful designs have been impressing the fashion community for some time – not least the respected Alber Elbaz at Lanvin, under whom Fulton worked as a design assistant before setting up her own label. The Edinburgh-born designer won this award last year and, with more imaginative collections under her belt, who'd bet against her swaying the judges again this time around?

If Fulton's graphic work brings a welcome dose of sophistication to fashion, her fellow nominee and past winner of the award, Gray, brings the fun. Gray's work has featured regularly on the pages of style magazines over the past few years and her colourful vision of fashion is a big hit with style-hungry bloggers. Raised in Fraserburgh, Aberdeenshire, she isn't yet a household name, but has been tipped for the top by such fashion bibles as Vogue.

Another previous winner of this category, Glasgow-born Armour already has A-list admirers – Lady Gaga, Cheryl Cole and Kate Bosworth are among his fans – and now shows his collections at New York Fashion Week.

Holly Fulton is one of six contenders for Young Designer of the Year



Armour, who worked for the late Alexander McQueen, is now making a name for himself creating future-thinking tailored clothing.

From New York Fashion Week to a farm near Stirling, Iona Crawford isn't like the other designers in this category. Her deconstructed style and bold prints are heavily influenced by the Scottish countryside and life on her parents' farm, where she still lives. A clever businesswoman, the Edinburgh College of Art graduate has created a successful range of dresses and accessories to showcase her work. She's an artist too, so look out for her name in galleries as well.

Henrietta Ludgate is a young designer with a difference, training at Central Saint Martins in London and working as a stylist and a costume designer before establishing her eponymous label. Ludgate is also a fan of "slow fashion" and has exhibited her work at ethical fashion show Estetchica. Her spring/summer 2010 collection earned her the Ethical Fashion Forum's Fashion Innovation Award.

The final nominee, Rachael Barrett, graduated from the Royal College of Art in London in 2009, displaying a futuristic-looking nude rubber and black lace collection. For a young designer, Barrett has already had a lot of press attention thanks to Lady Gaga, who has worn Barrett's rubber and silicone outfits on stage and in videos. ■

There are 10 categories in this year's competition, among them the Scottish Fashion Awards Communicator of the Year sponsored

by BAA Glasgow

- Eilidh MacAskill
- Stacey Duguid
- Kingdom of Style blog
- Patrick Grant, E Tautz
- Joe McKenna

Visit www.scottishfashionawards.com.