

Fashion student makes All Walks Beyond the Catwalk shortlist

A student from UCA Epsom is in the running to win Own Label and All Walks Beyond the Catwalk's *Diversity NOW!* competition and have her winning design made by the company.

Third year BA (Hons) Fashion student Danya Sjadzali from UCA Epsom is one of ten finalists shortlisted from entries from 33 universities.

Danya said "I received the news I had made it through to the top ten during the last few weeks before our Final Major Project deadline. Receiving news like this was a huge motivational kick to finish the project as best I could!"

Danya's design is a modern take on the traditionally all-black burkha. "There are certain things I have always believed about the role of fashion in society (or individuals)" said Danya, "and I think addressing diversity of representation was a decision that I made subconsciously in my design process."

Own Label, a channel for emerging fashion designers which produces designs that receive enough votes from customers, joined All Walks Beyond the Catwalk to a student competition to promote diversity in beauty, body shape and attitude through journalism, fashion, design, graphics, photography and illustration.

The winner will be determined by the amount of online votes received. Danya said "It's really beneficial to have extra feedback from the industry, especially on your last year of university as we are all about to enter the industry ourselves.

"My aim is to work in the design department at a fashion house in the UK or Europe, so competitions like this give me a chance to assess my own standard of work amongst a new group of designers."

Danya's success in the competition was not a surprise to her tutors. Barbara Baum, Senior Design Tutor for Fashion said "Danya is very insightful and accomplished in her approach to design. Her gentle determination, rigor and focus will make her succeed steadily in her career as a young and resourceful designer.

"She often is drawn to work with social themes trying to highlight the rights and wrongs of the world, yet always conveying a light-hearted charm and easy-to-wear aesthetic."

Danya credited the development of this aesthetic to her time at UCA: "Studying at UCA Epsom is hard work, but everyone has been so supportive towards my development as a person and as a designer."

You can vote for Danya by 30 May at www.own-label.com

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