



The Education Day at Graduate Fashion Week focuses on fashion careers for its audience of 14–18 year old students.

This year, Graduate Fashion Week (GFW) not only included catwalk shows from 21 universities and showcased work from more than double that number, but also included an Education Day focused solely on providing information and advice to students aged from 14 to 18.

GFW encouraged students to visit through their schools or FE college and over 150 came to the event – a day packed with research, catwalk shows and careers education. Students were able to see graduate work on each of the university stands and talk to course leaders and the graduates themselves about the range of courses available and there were plenty of college prospectuses to take away and read.

Students could watch one of the three Gala catwalk shows staged throughout the day and also sit in on a Careers Clinic, designed to explain potential career paths within the fashion industry, from designing and buying through to marketing and PR.

Everyone who visited Education Day was given a free copy of Fashionista

magazine—a glossy magazine especially created for GFW's Education Day, designed to sum up all the excitement and glamour of the event and featuring interviews, news and advice from industry specialists.

One of the FE colleges at the education day was Cardonald College, Strathclyde. Tutor Janet Hansen explained: 'The Education Day this year at Graduate Fashion Week is an ideal opportunity for our first year students to see the work from a wide range of institutions offering a variety of different courses and give them the chance to speak to staff and students. The majority of our students will apply for degree places in December, so visiting the show helps them make a more informed choice.'

See the GFW website for admission prices for the 2010 Education Day. Tickets can be booked either in block by a college/school or by individuals; note under 16s must be accompanied by an adult.

For more information:
www.gfw.org.uk/education

