

Cordura Sponsors Annual International Fashion Design Competition. **By Kathlyn Swantko**

Workwear Gets a Makeover



Contest Winners (l to r): Louise de Testa (2nd place), Axel Miraton (1st place) and Victoria Dahan (3rd place), shown wearing their winning designs.

With the popularity of fashion design reality shows like Project Runway and Outdoor Retailer's success with its Project OR trade show competition, Invista's Cordura brand has launched its own global "reinventing workwear" design competition. The L'Atelier Chardon Savard in Paris was the first international fashion design school to be involved in Cordura's "Fashion X Function Campaign Work'N Mode" challenge.

"Through the creativity of young designers, we are excited to explore the imaginative design possibilities for work apparel," explains Cindy McNaull, global Cordura brand and marketing director.

Through the competition, the Cordura brand team encourages young designers to look at the specific requirements of workwear garments and to design innovative fashionable and functional apparel. Within the framework of

their design course at L'Atelier Chardon Savard, the students focused on the integration of creative thinking with technical performance fabrics for manufacturing protective work clothing.

McNaull noted, "Since many of the major performance brand manufacturers are now combining technical requirements with stylish features, this competition raises awareness in the broad range of applications for Cordura brand fabrics and generates interest in our Fashion X Function Campaign."

The final designs were judged by a panel of industry professionals from the world of workwear and fashion. The judging for this first competition took place in October last year. The final garments were displayed in November 2014 at the Expoprotection trade

exhibition in Paris.

First place was awarded to Axel Miraton for his coat and trouser ensemble inspired by the classic duffle-coat, combining fashion and functionality. Miraton was given a prize of 2,000 euros by Invista's Cordura brand. Second place and a prize of 750 euros went to Louise de Testa for her jacket equipped with an integral LED feature in the jacket hood and a reflective gilet/vest. Third place and 350 euros was awarded to Victoria Dahan for her jumpsuit and jacket ensemble with hi-viz yellow accents. All winners also received a selection of Cordura fabrics to use in their

fashion collections.

Cordura has plans to hold the Work'N Mode challenge at another international fashion design school later this fall. ●

For more information on Cordura's Work'N Mode competition contact Cindy McNaull, cindy.d.mcnaull@invista.com, or 704-900-8768.

Kathlyn Swantko, president of the FabricLink Network, created TheTechnicalCenter.com for industry networking and marketing of specialty textiles, and FabricLink.com for consumer education involving everything fabric.

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CINDY MCNAULL, GLOBAL BRAND AND MARKETING DIRECTOR, CORDURA