

The DIT Foundation

The DIT Fashion Show's chosen charity for 2010 is DIT Foundation. All proceeds raised by the event will go towards the Foundation and in turn the DIT Student Assistance Fund. This fund provides aid to DIT students who are in severe financial difficulty. The aim of the fund is to ensure that students remain in college and complete their studies. The Foundation raises financial support for a wide range of areas including the DIT Community Links programme which aims to alleviate educational disadvantage.

For more information about the DIT Foundation please visit www.ditfoundation.ie



DIT Foundation Student Design Award

The winner of this year's Student Design Award will receive an original piece of bronze sculpture specially created for the DIT Alfa Romeo Fashion Show 2010. The Student Design Award is sponsored by DIT Foundation who commissioned Dublin based sculptor and DIT graduate Jason Crowley to create the piece.

The Student Design Award recognises the best fashion designer amongst the eight shortlisted finalists and the winner will be announced at the show in Vicar Street on March 24th.

As a DIT graduate himself, Jason Crowley was thrilled to be asked to create the award. According to Jason, his work was inspired by the theme for this year's show, 'Rock Revolution'. "With this in mind I was drawn to the idea of black leather and biker culture, looking to the biker jacket for inspiration, I decided to use the "zipper" as the model on which

to extract an arrangement for the award's design. The zipper was appropriate for a couple of reasons. Firstly, as a sculptor/metal finisher it appealed to me simply for its metallic nature and formal arrangement. In addition, I felt it was appropriate simply due to its prevalent use throughout the fashion industry," he said.



DIT Foundation would like to wish the Fashion Society every success for tonight's show.