



MEDIA RELEASE

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Raffles College graduate a Powerhouse

Allison Berger, a recent fashion graduate of Raffles College of Design and Commerce, has already attracted interest in her work, which is currently on display in the Student Fashion exhibition at the Powerhouse Museum.

Allison, who graduated late last year with a Bachelor of Arts (Visual Communication) majoring in Fashion Design, is showing two outfits from her final year range, as a part of the exhibition. She also recently learnt that she has been accepted into the London College of Fashion to do her Master's degree.

Raffles College's Head of Fashion, Robert de Giovanni, is thrilled with Allison's progress.

"Being accepted into the London College of Fashion's course is encouraging news for Raffles College as it shows that our fashion graduates are completing our degree program with a standard of work and portfolios of international quality."

"In addition, the Powerhouse Museum's Student Fashion Display is a great opportunity to see the unique vision of the next generation of Australian fashion designers," says de Giovanni. "Allison's work is commercial and yet compelling.

"We support our students in their individual creativity and encourage them to come up with a design signature unique to themselves. The Australian fashion industry, although very well respected globally, is notoriously difficult to get into. For Allison, this display is great exposure and will be formative for her future career."

"Allison's work was chosen because it demonstrates outstanding levels of cultural and design research which is expected at degree level. The applied design techniques, such as appliqué and hand embroidery were inspired by DADA artist Kurt Schwitters, and represent the epitome of what a student at this level should be aiming for: a sense that the student has worked from first principles and that they have integrated this research into the design process in a palpable way. The end product should be a seamless fusion between design and applied design techniques. Allison has addressed all of these design challenges, and more."

The Student Fashion Display aims to illustrate the diversity of ideas and techniques being explored by young Australian fashion designers. The display is open to the public until Sunday September 14, 2008 at the Powerhouse Museum in Ultimo.

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