



# Fashion Jam is the king of the castle

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Fashion Jam is a challenge that began at The Forum with heaps of donated clothing and rags and ended at Norwich Castle with imaginative clothing collections.

Creative minds had just 24 hours to create a sartorially savvy collection.

As the buzzer sounded on Friday at 5.30pm at The Forum, the rummaging frenzy began.

All of the raw materials were donated from Age UK Norwich, in London Street.

Entrants were eagerly seeking out the best prints and colours to incorporate into their collection.

Twenty teams took part – more than 50 people overall – and had until 5.30 on Saturday to complete their designs.



■ Gathering the raw materials.

Picture: SIMON FINLAY

And yesterday was the grand reveal when an audience gathered at Norwich Castle to see what budding designers had made in just one day.

It was a challenge taken on only by the brave – and produced strong tailoring, printed dresses, cropped knitwear and silk evening gowns.

The grand setting was the perfect match for the innovative creations that caught the eyes of the event's judges, BBC Radio Norfolk presenter Chrissie Jackson and Susanne Ringwood, chief executive of Age UK Norwich.

The duo were picking the winners of four different award categories and said that they were spoilt for choice.



■ City College students show off their outfits in the Castle Keep. From left, Kelly Leyer, Jakob Wright, Tye Wooding and Roxi Yeomans.

Picture: DENISE BRADLEY

NORWICH  
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The Most Beautifully Crafted Award went to Nessa Morris, who designed a green silk evening gown which she burnt with matches in various places.

Chrissie Jackson said: "It stood out when we very first saw it and we loved the way the outfit was constructed – it is totally wearable."

The award for The Most Creative Use of Raw Materials went to Sally Adams, who created an asymmetric structured jacket trimmed with emerald material, originally from a skirt.

The Judges Award went to City College Norwich, who worked as a team to create a range of diverse

looks. Ms Jackson said: "When we went and spoke to them they were full of fun – you could see they really enjoyed what they did and are a very talented bunch."

Dancers from Norwich City College also performed.

At the end of the night people had the opportunity to enter a silent

auction to buy any of the outfits seen on the runway.

All of the money raised from the sales will be donated to Age UK Norwich.

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