

THIS WEEK

IN BRIEF

ATU Fashion Students Present Pioneering Designs at Showcase

Final-year students from Accra Technical University's (ATU) Fashion Design and Textiles Department showcased their innovative designs at the annual fashion show held at the National Theatre. The event, held on Friday 2nd August, was on the theme "Building a Sustainable Fashion Model: Advancing Timeless Collections," featured a night of unique styles and creative displays that captivated the audience.



ATU FASHION STUDENTS PRESENT PIONEERING DESIGNS AT SHOWCASE

The annual fashion show and exhibition seeks to encourage students to use creative and innovative abilities to come up with unique products which would help them create a niche for themselves. The memorable evening highlighted iconic pieces and demonstrated the students' talents.

Speaking at the fashion show, Professor Amevi Acakpovi, the Acting Vice-Chancellor of ATU, said the fashion design department had made strides over the years serving the needs of individuals and organisations.

The Acting Vice-Chancellor stated that it was not a surprise that the University's fashion department had become the programme of choice for students over the past five years. He added that the staff of the department have been further equipped to provide top-notch education and mentorship. This, he said, is a testament to the quality of education and the vibrant learning environment the university offers.

"These students collections reflect their hard work, guided by the wisdom and expertise of our esteemed faculty. These designs are not only aesthetically pleasing but also practical and forward-thinking, embodying the principles of sustainability and timeless fashion," he said.



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Ms. Beatrice Bee Arthur, Creative Art Practitioner, who was the guest speaker urged the students to take the programme seriously because they serve as a catalyst for individual and society's transformation.

The fashion industry, she stated, played an important barometer by which the strength, standards, and weaknesses of society could be measured.

Touching on the theme, she said building a sustainable fashion industry was necessary in reducing environmental impacts, protecting the habitat, and reducing waste. That, Ms. Arthur said, was critical because Ghana was among the 150 countries that signed the treaty on the United Nations Framework on Climate Change to combat dangerous human threats.

She admonished practitioners in fashion designs to build a sustainable fashion model and strive to attain excellence in the creative sector. "We need to adopt sustainable practices by reusing our garments to make them eco-friendly," she said. "It behoves us all to change our attitudes about what we eat, wear, and make good use of our waste to ensure an eco-friendly environment," she added.

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Ms. Catherine Adu, Head of Department, Fashion Design and Textile, ATU, expressed hope that the show would inspire innovation and urged students to leave a positive mark through their designs.

The annual fashion show not only meets academic requirements but also serves as a platform to spark creativity and originality among students, reinforcing the event's core mission. Sustainably-crafted and eco-friendly designs were exhibited by the students at the university's auditorium on Thursday, 1st August.



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