

**ARTS
THREAD**

**GLOBAL DESIGN
GRADUATE SHOW
2021**

IN COLLABORATION WITH

GUCCI

THE ONLINE SHOWCASE FOR EMERGING CREATIVES

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International design win for Northumbria graduate

Designs for a clothing collection inspired by childhood memories of time spent in the Scottish Highlands, helped a Northumbria University graduate secure an international design competition award, supported by Gucci.

Beth Cadbury, Fashion Design and Marketing graduate from Northumbria, won the menswear prize at the Global Design Graduate Show 2021, an online showcase which gives emerging creatives feedback on their work from a panel of industry experts from the world of art and design.

Beth was [one of seven graduates from Northumbria to make the shortlist of the competition](#) this year, which more than 5,000 students entered, making the event the biggest ever online showcase of graduating creatives worldwide.

Beth Cadbury, winner of the menswear prize at the Global Design Graduate Show 2021.

Her designs were selected as one of the winners in the fashion, accessories and textiles category by expert judges from organisations including GQ magazine, the British Fashion Council, Nike, Vogue Italia and many more.

Commenting on her success, Beth said: “Winning this competition is my biggest achievement to date. To have my work selected as the menswear winner by industry professionals at brands I would love to work for is incredible.

“I am hoping that this achievement will be a huge step for my career and I am excited to see where my journey will take me.”

Beth won the award based on her menswear collection, *West Kip*, which was inspired by her upbringing near Edinburgh's Pentland Hills and her love for the outdoors. “*West Kip* is inspired and nurtured from a Scottish perspective. It is a luxury lifestyle range made for purpose and comfort, relaxation or stimulating pursuits and fit for rugged, rural or urban living,” said Beth.

After producing the winning collection during her final year of study at Northumbria University, Beth added: “The facilities that Northumbria University provide are some of the best in the UK. I had great tutors and technicians who were very honest and pushed me into producing the best work I possibly could.

“Choosing to study Fashion Design and Marketing was the best decision I have ever made due to the insights into the industry and employability skills I gained.”

The winners were announced in October by [ARTSTHREAD](#), organiser of the show and a leading digital platform for emerging designers and artists.

The show was first launched last year after the Covid-19 pandemic following the cancellation of the traditional end of year exhibitions and showcase events for creative students.

[Sarah Walton](#), Programme Leader for Fashion Design and Marketing, said: “We were so proud to have so many of the Fashion Design and Marketing graduates represented in the ARTSTHREAD Global Design Graduate Show with Gucci.

“We are thrilled to see Beth Cadbury being recognised as the winner of the Menswear Award in the Fashion category. Beth’s brand West Kip represents the strength and skills our students have as conceptual fashion thinkers for future markets. Beth is an exciting graduate talent and we look forward to seeing how she grows as a designer.”

The Global Design Graduate Show 2021 is key to supporting graduates in gaining employment and launching their business ideas. [View the winning announcement here](#).

Read more about the [Fashion Design and Marketing course](#) at Northumbria, which offers the opportunity to creatively explore fashion design, products and promotion for future markets.

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