

# Jon Neigum wins Edmonton's Emerging Designer title at Fashion Week

BY JENNIFER FONG, EDMONTONJOURNAL.COM SEPTEMBER 21, 2009



models David and Breann wear maze-print jumpsuit and overalls by Marvel College graduate and 2009 Edmonton Emerging Designer Jon Neigum. Their printed rubber boots are from Damon J (shoes etc) and accessories from the Planet Ze Design Center.

**Photograph by:** Tracy Grabowski Photography, Special to the Journal

EDMONTON - Marvel College graduate Jon Neigum was crowned the city's most promising fashion up-and-comer Saturday night in Edmonton Fashion Week's emerging designer competition.

Neigum became the first male to win the competition in EFW history.

The Emerging Designer competition, guest-judged by University of Alberta grad-turned-New York fashion powerhouse Michael Kaye, is a fashion week tradition that has brought much-deserved attention to some of Edmonton's brightest young stars.

Previous winners have included Patricia Glanville, Jessica Halabi, and Shahidah Abdul-Raheem of Posta Couture.

As part of his grand prize, Neigum will get the chance to present a ten-piece collection on the runway

at the next edition of Edmonton Fashion Week. He will also win a photo session valued at \$3,500 that includes models, a makeup artist, hair stylist, and a professional photographer.

Second place went to Janine Desjardins and third place went to Jasmine Sanders.

On Monday, stylists will go head-to-head in Fashion Week's fantasy hair and makeup competitions. Check back to [edmontonjournal.com/efw](http://edmontonjournal.com/efw) for all the post-event coverage.

Until the end of the month, aspiring designers also have another shot at the spotlight in a design competition organized by Edmonton Fashion Week and Kingsway Mall.

Fifteen local designers will be chosen to design and produce a garment that best reflects Kingsway's "Let your light shine" campaign that will launch in conjunction with the shopping centre's grand post-reno opening.

Their works will be showcased at Kingsway's Radiant Reveal fashion show Nov. 13 and 14 and later auctioned off for WIN House, a branch of the Edmonton Women's Shelter.

Judges are looking for family-friendly but modern cocktail dresses that will translate well on the runway. The winner of the competition will receive \$1,500. Second place gets \$1,000; third gets \$500. Each will be showcased in this spring's edition of Edmonton Fashion Week.

To enter, designers are asked to submit preliminary sketches or concepts by Sept. 30 to Edmonton Fashion Week, Attention: Sandra Sing Fernandes at [sandra@edmontonfashionweek.com](mailto:sandra@edmontonfashionweek.com).

Judges will select 15 finalists, who will then produce the garments for final judging in November.

For more information, call Fernandes at (780) 994-8659.

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