

Professor Andrew Fionda – Draft One
Savannah College of Art and Design - SCAD
Savannah, GA 31302
afionda@scad.edu

6 May 2022

Dear Kevin,

I am writing to express my support of **Cherry Ip**, a junior student **here** at the Savannah College of Art and Design, as a 2022 CFDA Swarovski Scholarship Fund finalist! She is a 'Generation Innovation Scholar' in **waiting**.

I have taught Cherry for a few years, starting on Zoom in 2020, I was immediately drawn to her communication skills **through** fashion, and how she had a level of talent in design that was beyond her sophomore **years in my eyes**.

She has always designed with a conscious aesthetic **towards her work** and has stressed her passions for **the world we inhabit, and the responsibilities** she holds as a future fashion leader **within** this industry. Her innovative design thinking and striving for a more sustainable interpretation of how the current system is, **and to demystify the topic as well as inspiring to learn more about how she can make the fashion industry more responsible and to address the urgent challenges that the industry faces**.

Cherry's **style has a** **has a wonderful vision when she creates her designs, her designs have an** international quality, genderless and extremely well considered in ways of proportions, a unique sense of color that shows commerciality and modernity and has designed some of the most inspiring prints and textiles to compliment her work **throughout her assignments**. She quite simply has one of the strongest portfolios I have seen throughout my teaching career both in London, and the US, and I know that being afforded the opportunity of this scholarship, she can and will make the impact the industry needs.

Her exemplary talent has been obvious to me from the start, a standout student, presenting to her peers weekly some truly exceptional work, because **of its maturity, attention to details and clarity**, she can **illustrate to perfection**, her fashion lineups never fail to impress, and her attitude is always professional and endearing. Dedicated to research, Cherry strives to create innovative fashion whilst designing for the impactful futures the industry needs. Her vision for tomorrow through design is unmatched and needs to be seen.

In this current and everchanging fashion landscape, I believe that Cherry possesses the resiliency, ingenuity, and creativity that is sought after and is can often be missing from some students I have **previously** taught, **in previous colleges and in different countries, this sets her apart from the rest, and** for this reason I do hop that you get an opportunity to meet with her and to see her infectious personality and for her to present her **personal and unique vison** for the industry.

Ultimately, Cherry continues **{with each assignment}** to exceed **all** my expectations, with her continual strive for perfection, dedication to her work and mature sense of designing clothes. She is a conscientious student who submits work on time and always takes her assignments seriously. Cherry also gives considerate, encouraging, accurate and constructive feedback to her fellow classmates and remains a very popular member of the group.

Cherry can indeed be **the an** architects of fashion's future – and winning this scholarship will give her a head start in building more equitable fashion, allowing her to investigate and discover safer materials, and using her own design to activate the radical change that we so desperately are craving within fashion.

I am happy to recommend Cherry without reservation, for her **unique** sense of fashion, personal identity, professionalism, and of course her thirst for making a change within the industry, whilst addressing gender, discrimination, the environment, and the people who inhabit the planet **and, whilst** never forgetting that at the end of the day, we will still need beautiful, and intelligently designed clothes.

Sincerely,

Professor Andrew Fionda

Commented [CN1]: Nice

Commented [CN2]: About? I'm not sure what you mean by "through"

Commented [CN3]: What does this mean? Can you be more specific?

Commented [CN4]: What does this mean? The environment? Or cultural stuff?

Commented [CN5]: Awkward - say this as simply as you can, more sustainable model? Production? Or just cares about supporting/ increasing sustainability in fashion?

Commented [CN6]: Which topic?

Commented [CN7]: This whole part is a bit vague and awkward, can we simplify it?

All her designs are guided by her passion / interest in sustainability and equity/ inclusivity/ what exactly? She uses innovative (tell me what specifically/ where/ how) and

Commented [CN8]: Good, this helps me understand it some

Commented [CN9]: Does this mean she has really good fine art drawing skills? Illustrate can be abstract too "let me illustrate my point by talking. .." so maybe be more clear

Commented [CN10]: I'd still like a stronger/ clearer sense of what this is, so far, just something about sustainability

Commented [CN11]: Very bland word, what is Cherry really about? Can we find something stronger here?

Commented [CN12]: This is really good

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I have taught Cherry for a few years, starting on Zoom in 2020, I was immediately drawn to her communication skills through the art of fashion, and how she had a level of talent in design that was beyond her sophomore years ~~in my eyes~~.

She has always designed with a conscious aesthetic ~~towards her work~~, addressing underrepresented communities and highlighting injustices, ~~and she is aware of her , and she has also stressed her passion for the world we inhabit both culturally and environmentally, and the responsibilities she holds as a future fashion leader within this industry. Using Her innovative design thinking, she is -and striving for more sustainable practice with her work. model regarding both design and production through supporting/increasing sustainability in her own work. She's particularly interested in the and-to-demystify the topics of sustainability and circularity, and I've seen her inspire others as well as inspiring~~ to learn more about how ~~she-we~~ can make the fashion industry more responsible whilst addressing the urgent challenges that the industry faces. Her designs are guided by her passion and interest in sustainability alongside equity and inclusivity for all people of all genders and ~~faces~~.

Cherry has a wonderful vision ~~when she creates her designs~~, her designs have an international quality, ~~are~~ genderless, ~~and~~ extremely well ~~proportioned, and she uses -considered in ways of proportions,-~~ a unique sense of color that shows commerciality and modernity. ~~She's also and has~~ designed some of the most inspiring prints and textiles to compliment her work ~~throughout her assignments~~. She quite simply has one of the strongest portfolios I have seen throughout my teaching career both in London, and the US, and I know that being afforded the opportunity of this scholarship, she can and will make the impact the industry needs.

Her exemplary talent has been obvious to me from the start, a standout student, presenting to her peers weekly some truly exceptional work, because of its maturity, attention to details and clarity, ~~she can illustrate to perfection~~, her fashion lineups never fail to impress, and her attitude is always professional and endearing. Dedicated to research, Cherry strives to create innovative fashion whilst designing for the impactful futures the industry needs. Her vision for tomorrow through design is unmatched and needs to be seen.

In this current and everchanging fashion landscape, I believe that Cherry possesses the resiliency, ingenuity, and creativity that is sought after and is can often be missing from some students I have taught ~~in previous colleges and in different countries, this2his~~ sets her apart from the rest, and for this reason I do hope ~~that~~ you get an opportunity to meet with her, ~~and to~~ see her infectious personality and for her to present her personal and unique vision for immediate changes within the industry that have positive impact.

Ultimately, Cherry continues ~~[with each assignment]~~ to exceed all my expectations, with her continual strive for perfection, dedication to her work and mature sense of designing clothes. She is a conscientious student who submits work on time and always takes her assignments seriously. Cherry also gives considerate, encouraging, accurate and constructive feedback to her fellow classmates and remains a very popular member of the group.

Cherry can indeed be the architects of fashion's future – and winning this scholarship will give her a head start in building more equitable fashion, allowing her to investigate and discover safer materials, and using her own design to activate the radical change that we so desperately are craving within fashion.

I am happy to recommend Cherry without reservation, for her mature sense of fashion, personal identity, professionalism, and of course her thirst for making a change within the industry, whilst addressing gender, discrimination, the environment, as well as the people who inhabit the planet, whilst never forgetting that at the end of the day, we will still need beautiful, and intelligently designed clothes.

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Commented [CN13]: Or maybe "backgrounds"

Commented [CN14]: I would give this paragraph another pass - it's quite a lot and quite clunky. I think the rest of the letter is strong (I just recommend deleting the unnecessary words I suggest.)

Commented [CN15]: Still don't like this wording – it's very vague, what do can she do exactly? Help me see it clearly!

She has exceptional illustration skills,

Commented [CN16]: Good this is really strong

Professor Andrew Fionda – Draft Three
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I have taught Cherry for a few years. Starting on Zoom in 2020, I was immediately drawn to her communication skills about the art of fashion and her level of design talent that was beyond her sophomore years.

She has always designed consciously, addressing underrepresented communities, and highlighting injustices, and she cares about the environment alongside sustainability, and appreciates the responsibilities she holds as a future fashion leader within this industry. Cherry wants to demystify the topic of sustainability and circularity, and she is always striving to learn more about how she can make the fashion industry more responsible whilst addressing the urgent challenges that the industry faces. Her designs are guided by this passion in sustainability alongside equity and inclusivity for all people of all genders and backgrounds.

Cherry has a wonderful vision when she creates her designs. They have an international, genderless quality and are extremely well considered in ways of proportions with a unique sense of color that shows commerciality and modernity. She has also designed some of the most inspiring prints and textiles to compliment her work. She quite simply has one of the strongest portfolios I have seen throughout my teaching career both in London, and the US, and I know that being afforded the opportunity of this scholarship, she can and will make the impact the industry needs, striving for equality, social justice and be the fashion activist that we need.

Her exemplary talent has been obvious to me from the start. She's a standout student, presenting to her peers weekly some truly exceptional work in terms of its maturity, attention to detail and clarity. She also has exceptional illustration skills. Her fashion lineups never fail to impress, and her attitude is always professional and endearing. Dedicated to research, Cherry strives to create innovative fashion whilst designing for the impactful futures the industry needs. Her vision for tomorrow through design is unmatched and needs to be seen. In this current and everchanging fashion landscape, I believe that Cherry possesses the resiliency, ingenuity, and design creativity that is sought after within the industry, and can often be missing from students I have taught in previous colleges and in different countries, this sets her apart from the rest. For this reason I hope that you get an opportunity to meet with her and to see her infectious personality. Her personal and unique vision for fashion includes the immediate changes within the industry that will have a positive impact.

Ultimately, Cherry continues (with each assignment) to exceed all my expectations with her continual strive for perfection, dedication to her work and mature sense of designing clothes. She is a conscientious student who submits work on time and always takes her assignments seriously. Cherry also gives considerate, encouraging, accurate and constructive feedback to her fellow classmates and remains a very popular member of the group.

Cherry can indeed be an architect of fashion's future – and winning this scholarship will give her a head start in working sustainably, building more equitable fashion, allowing her to investigate and discover safer materials, and using her own design to activate the radical change that we so desperately are craving within fashion.

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Commented [CN17]: Am I misremembering? Wasn't cherry applying for the Swarovski scholarship? And Isabella this one? Or are both applying to both?

Commented [CN18]: Or on? 'through' really doesn't work for me

Commented [CN19]: Along with sounds better to me - but you can decide which you prefer

Commented [CN20]: Good

Formatted: Space After: 0 pt

Commented [CN21]: This last bit is a bit clunky - I wonder if we can delete it? It's not really new info, you repeat most of it in the second-to-last paragraph

Commented [CN22]: I would delete this, I think it's a given

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Ultimately, Cherry continues [with each assignment] to exceed all my expectations with her continual strive for perfection, dedication to her work and mature sense of designing clothes. She is a conscientious student who submits work on time and always takes her assignments seriously. Cherry also gives considerate, encouraging, accurate and constructive feedback to her fellow classmates and remains a very popular member of the group.

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