

Thank you to those who were able to attend the Eastworks Fashion event on 12th July 2019 at The Stratford. **It was great to see such engagement from so many companies keen to support the growth of London's fashion talent!**

From the session, we were able to gain to **great insights on some of the key areas and skillsets that industry should focus on developing**. We were also thrilled to hear that most organisations would be willing to offer **mentorship & master-class workshops to support the programme**. For those who were unable to attend the event, within the deck we have provided a high-level overview of the key themes that were discussed.

Reviewing session feedback and having preliminary conversations with industry, we have identified 3 programme pathways that we feel could work to pilot the programme: **Commercial, Image & Product**.

We have initially proposed that programme could either be run as:

4 x 3 month placements

- entry level experience across a wider range of functions and organisations
- could act as a **pre-apprenticeship training programme**, for organisations looking to run apprenticeships.
- Allows organisations to:
 - **trial candidates short-term** before committing to a long term apprenticeship
 - ensure **a calibre of skills, knowledge and professionalism** within their apprenticeship recruits
 - **build diversity** within their organisation.
- Also suited to **businesses wishing to get involved in the programme, but would struggle to pay London Living Wage** for longer placements.

2 x 6 month placements

- more in-depth entry level experience in two functions in an organisation(s).

Could be suited to businesses who are either:

- looking to provide a **more in-depth skills development** opportunity
- would need to a **placement for a whole fashion season** for it to be beneficial
- looking to **train to their entry level workforce with additional benefits that come with the STEP into Fashion programme** (e.g. diversity, recruitment function, training, mentoring and peer-group project).

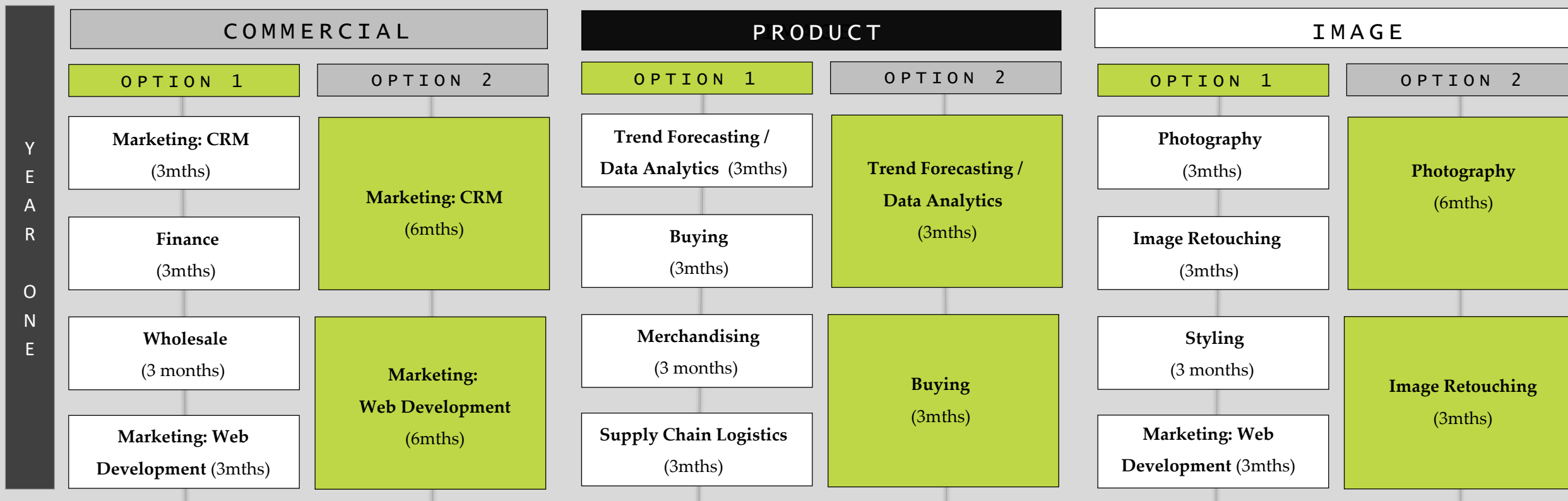
We would love to speak with you in the next coming weeks to **get feedback on the pathways and structure** (we have listed areas of discussion), and **if the programme could work for you**.

We hope to hear from you,

EASTWORKS FASHION: STEP INTO FASHION

PILOT YEAR OPTIONS (12 months)

3 PROGRAMME PATHWAYS & 2 STRUCTURE OPTIONS*



Our ambition is that following the programme, our cohort will be able to:

- Undertake **an apprenticeship** being offered by one of the programme employers or within industry
- Go directly into **entry-level employment** from one of the programme employers or within industry
- Enroll in **higher-level skills training in one function area** as the next phase of the Eastworks Fashion programme develops

*These pathways are illustrative and are flexible to other functions subject to employer opportunities.

BENEFITS

- **Recruitment & Diversity Pipeline:** Programme could act as a training and selection process for employers looking to offer apprenticeships & entry-level jobs, and a pathway to increase diversity within organisations.
- **People Development:** by partnering with other businesses, organisations can train up early talent with lower investment of investment of resources, as well as offer CPD opportunities for existing staff.
- **Industry Preparation:** Prepares young people with a range of key transferrable skills, a knowledge of various fashion functions in different organisations, and professionalism before undertaking an industry apprenticeship or entry-level employment.
- **Low Commitment:** Companies can join the programme by taking as little as one young person for 3 months.

AREAS FOR DISCUSSION

- Could you offer a placement in one or more of the function areas illustrated?
- Would you prefer to have 3 or 6 month placements?
- Is there a function you would be able to offer this year that is not currently listed?
- Is there one or more units that align with apprenticeship or entry-level job opportunities within your organisation?
- What specific masterclasses / mentoring specialisms could your organisation offer?

RECAP: HIGH LEVEL OVERVIEW OF THEMES DISCUSSED DURING EVENT

WHAT SKILLS / FUNCTION SHOULD INDUSTRY FOCUS ON DEVELOPING NOW AND IN FUTURE?

- Data Analytics & Trend Forecasting
- Customer Insights & Analysis
- Wholesale, Buying & Merchandising
- Business Development, Marketing & Sales
- Finance
- Coding, Web Development, UX/UI
- Materials Innovation, Science, Design & Sustainability
- Photography, Image Retouch, and Software training ie. Photoshop

WHAT SHOULD THE PROGRAMME TRAINING SESSIONS FOCUS ON DEVELOPING?

- Soft skills:
 - Leadership
 - Networking
 - Office etiquette
 - Emotional Intelligence
- Transferable skills that could work across several departments
- Insights into how a company works and lessons on department functions and deliveries
- Education around common language and terminologies

WHAT COULD ORGANISATIONS OFFER TO THE PROGRAMME?

- Masterclasses and talks on specialisms
- Mentoring
- Software Training
- Feedback and soundboarding

WHAT ARE THE BARRIERS FOR ORGANISATIONS TO JOINING THE PROGRAMME?

- Limited resources – time and money commitments
- Identifying internal budgets and appropriate sign-off
- Need for strong selection/ recruitment process to ensure calibre

OVERVIEW OF POSSIBLE

HEAD-OFFICE

FUNCTIONS

BUSINESS, RESEARCH
& DEVELOPMENT

Competitor Intelligence

Consumer Insights

Trend Forecasting

Strategic Planning

Innovation

Social Corporate Responsibility

Sustainability

Finance

SUPPLY CHAIN,
ALLOCATION & RETAIL

Buying

Merchandising

Wholesale

Supply Chain Mgt & Logistics

Sourcing

Retail Management

CREATIVE

Visual Merchandising

Photography

Styling

Design

Product Development

Studio & Production Mgt

MARKETING

Business Dev & Account Mgt

CRM

Communications

Media

PR

Social Media & Digital Marketing

DIGITAL

Web Development

E-Commerce

Graphic Design

MIS / IT / Technology

WHAT NEW TEAMS AND POSITIONS
ARE THERE?

OVERVIEW STEP INTO FASHION PROGRAMME OVERALL STRUCTURE

