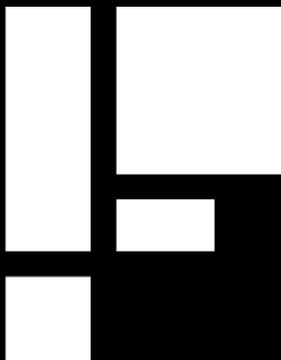


FASHION
DISTRICT



THE FASHION DISTRICT
Highlights

2019

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WELCOME

We are delighted to welcome you to the first Fashion District Stakeholder Forum.

These events will take place twice a year, providing a forum for thought leadership and debate on current issues amongst Fashion District partners and the fashion, tech, incubation and sustainability community. We hope to spark new ideas amongst our key partners and create conversations that will inform our future strategy.

This short paper provides a snapshot of Fashion District's main achievements in its first year and an overview of future plans.

Helen Lax, Director, Fashion District

2019 FASHION DISTRICT HIGHLIGHTS

Since our official launch on September 10th 2018 at Christopher Raeburn's studio in The Textile Building in Hackney, Fashion District has spent the first year growing its community.

Across our five workstreams we have piloted events and projects to build our networks in fashion design, retail, manufacturing, tech, investor, business incubation, property, and public / third sector communities.

This year has also seen physical milestones in the development of four Fashion District spaces, and the successful launch of an industry and schools innovation challenge prize themed around retail innovation.

CONNECTIONS

FASHION DISTRICT INDUSTRY SUPPER

In May 2019, over 80 members of the fashion, manufacturing, tech, public, and property sector joined us for the first Fashion District Industry Supper at held at The Boundary Project, Shoreditch.

There was great spirit and support for the Fashion District throughout the event, with speeches from:



- Frances Corner, former Head of London College of Fashion, Pro-Vice Chancellor of UAL
- Adam Mansell, CEO, UKFT
- Nick Keyte, CEO, Gieves & Hawkes
- Jamie Gill, CEO, Roksanda
- Helen Lax, Director, Fashion District





INNOVATION

RETAIL FUTURES : FASHION DISTRICT INNOVATION CHALLENGE PRIZE 2019

The Fashion District Innovation Challenge Prizes are designed to find solutions to current industry issues, develop new innovations, support SMEs.

Sponsored by Unibail-Rodamco-Westfield, this year's theme focused on "Retail Futures", hoping to uncover and support businesses with ideas that could change the way we shop in the future, and revolutionise any part of the retail supply chain. Over 120 start-ups attended the launch event held at Workable, Lendlease's new workspace at IQL Stratford.

Over 60 fashion & retail tech start-ups applied for a chance to pitch their business as the next disruption in retail to heads of industry, and win a £15,000 cash prize & Stylus membership.

From AI personal stylists, smart-fit software, price optimisation, and loyalty solutions, nine disrupters in retail were selected as the start-up finalists: Duel, Loyalize, Gibbon, Intelistyle, Miro Solutions, SKMMP, Smartzter, Sparkbox, Superspersonal.

Start ups were invited to a "critical friends" day to receive feedback from industry specialists ahead of pitching their business in the finals to the judging panel: Myf Ryan, Chief Marketing Officer, **Unibail-Rodamco-Westfield**, Carol Hilsum, Director of Innovation at **Farfetch**, Richard Bonner, Head of Development, **John Lewis & Partners**, Carien Beyer, Innovation



Programme Manager, **True** and Matthew Drinkwater, Head of **Fashion Innovation Agency**, London College of Fashion, UAL.

Lindsay Fisher was awarded the prize with a £15,000 to invest into their company **Sparkbox**; a service that reduces stock, improves profitability, and helps retailers avoid over-discounting by optimising their pricing at the product level. **Sparkbox** also won a 12-month membership with trends partner **Stylus** who provide essential consumer insight into the industry.

After seeing such a high quality of entries across the board, **two additional runners-up prizes** were awarded to **Joanna Chen** from **Gibbon** and **Taylor Semelsberger** from **Miro Solutions** who were each given a £5,000 cash prize.



SKILLS

COMMUNICATING FASHION CAREERS

STORE OF THE FUTURE: SCHOOLS INNOVATION CHALLENGE PRIZE 2019

Sponsored by Unibail-Rodamco-Westfield, a school's innovation challenge prize was run this summer, challenging school children aged 8 – 14 years old to develop their own retail concept for a "Store of the Future".

Developed in collaboration with London College of Fashion, UAL and London Legacy Development Corporation, the competition was designed to stimulate creative-thinking, develop teamwork, problem-solving & digital skills, and introduce students to new tech concepts and areas in fashion. Schools could win cash prizes totaling £5,000 in put back into the creative curriculum.

Resources were developed to support teachers undertaking the competition including a challenge pack which featured lesson plans, resource links and a video to use in the classroom with industry experts explaining AI, Blockchain & retail technologies.



DEVELOPING TALENT PIPELINES

STEP INTO FASHION: SHARED INTERNSHIP PROGRAMME WITH LONDON LEGACY DEVELOPMENT CORPORATION

Over 50 members of industry joined us at a consultation event at The Stratford hotel in July to shape an employability programme which will provide the fashion industry with a pipeline of young, local, diverse creative talent for entry-level head office & digital roles.

Matches, Farfetch, Ralph Lauren, Pentland were amongst the mix in attendance to discuss how we as an industry can nurture young east Londoners, stimulated by insights from Sarah May-Brown, Commercial Director, Christopher Kane.

The event, run in collaboration with LLDC and a New Direction, provided great insights into key areas and skillsets to focus on in the development of the "STEP into Fashion" Pilot Programme.

Delivered across three pathways, **Commercial, Image & Product**, the shared internship programme will provide bright young stars from under-represented and



disadvantaged communities access to a career in fashion. Paid the London Living Wage they will take on multiple roles in different organisations, as well as participate in master-classes, mentoring and a peer group project.

For companies, the programme will help them to improve diversity & inclusivity, and build a local recruitment pipeline for in-demand roles.

ENTERPRISE & BUSINESS SUPPORT

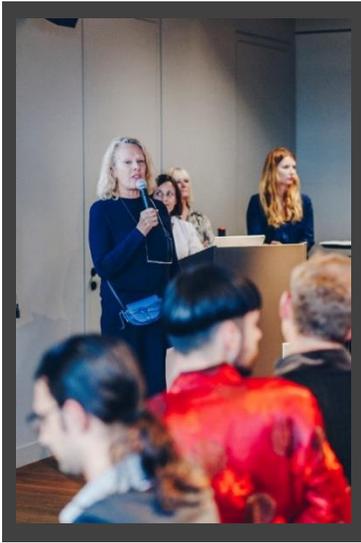
SUSTAINABLE FASHION ACCELERATOR AT THE TRAMPERY FISH ISLAND VILLAGE



The Trampery launched its Sustainable Fashion Accelerator this year, a bespoke support programme designed to tackle the obstacles facing emerging fashion labels in London.

With an intricate focus on integrating sustainability at startup stage, the course is led by Vanessa Podmore, an independent expert in global supply chain and sustainability initiatives (Burberry, Coach, Jimmy Choo) and Tom Farrand, a leading mentor and coach focused on circular economy and sustainability (Nike, Ikea).

The six-month programme will run over the next three years, supporting over thirty founders to sustainably develop their workforce and their brand, and is funded by the London Legacy Development Corporation,



INVESTMENT

LONDON FASHION FUND

The London Fashion Fund officially opened to applications in July during the Retail Futures launch event held in Workable, Stratford.

The fund has currently received over 150 applications and is in its second round of investment. By April, LFF will have levered vital funds from other private investors to boost the growth of ten promising London start-ups.

INNOVATION AWARDS & INVESTOR SUPPER

In conjunction with the awards for Retail Futures, Fashion District held an Investor Supper at The Stratford in November.

The event convened over 90 influential members of the investor, fashion, retail, tech community, connecting London's most innovative



start-ups with opportunities for investment and growth.

The purpose of the event was also to build an investor pipeline from pre-seed to series and profile the potential of Fashion to the wider London investment sector.

SPACE

WALTHAM FOREST PARTNERSHIP PLAN

Building a legacy for the London Borough of Culture, Fashion District has been working closely with the Waltham Forest Council and London College of Fashion, UAL to drive the long-term development of the local fashion industry.

A New Direction was commissioned to create a framework for the joint vision.

Through workshops and consultation with local industry, education and community groups, we explored what was needed to support businesses to thrive and talent to flourish.

The resulting Partnership Plan has three crucial priorities:

OUR UNIQUE STORY

Communicating Waltham Forest's reputation and unique talents in Fashion, attracting new makers to the borough and building the community of existing makers and businesses.

RAISE UP BUSINESSES

Supporting local businesses & makers by creating opportunities for networking, training, access to funding, & promoting sustainability and new approaches to making and selling.



FUTURE CAREERS

Promoting access to advice and skills development to promote creative careers across the education system and inspire the next generation of talent.



ARBEIT STUDIOS LEYTON GREEN

Arbeit Studios Leyton Green was the first Fashion District workspace to launch in October 2019 in collaboration with Waltham Forest Council & London College of Fashion, UAL. Converting a former supermarket into 13 affordable fashion studios for local makers, it is now a hub for business support, local networks and community activity.



TAILORING ACADEMY

Fashion Enter & Haringey Council launched the fully equipped 11,500 sq ft Tailoring Academy this November. Speakers included Nick Beighton, CEO of ASOS.com, Debbie Jackson, Greater London Authority, and Jenny Holloway, CEO, Fashion Enter. The Academy will create 50 jobs, and offer apprenticeships in Tailoring, working with industry (inc. the Savile Row Bespoke Association) to provide the next generation of talent. N17 Creative Callings skills programme was also launched at the event.

POPLAR WORKS

Poplar HARCA has completed the construction of over 40 colourful and affordable studios for fashion creatives. Poplar Works is currently open to applications ahead of its official launch in early 2020.

London College of Fashion, UAL has also selected seven London designers to incubate within their spaces in the development. Additionally their Making for Change Manufacturing Unit will provide training programmes with Newham College to up-skill local people.



THE TRAMPERY FISH ISLAND VILLAGE

The first residents of The Trampery Fish Island Village have moved in, as Phase 1 (of 2) prepares for opening in early 2020. Once complete, it will be the largest campus in Europe for sustainable fashion offering over 50,000 sq ft of space.



WHATS NEXT FOR
FASHION DISTRICT?

WHAT'S NEXT?

SHORT TERM

CONTINUE TO BUILD A SUSTAINABLE ECOSYSTEM FOR FASHION INNOVATION

maintaining a 360° approach across the industry creating purposeful interactions by partnerships and connections.

ROLL OUT THE BEAT, THE FASHION DISTRICT ANNUAL PROGRAMME to aid the development of each workstream (see p9 for indicative programme).

EXPLORE STRATEGIC ALIGNMENT BETWEEN FASHION DISTRICT PARTNERS' OBJECTIVES

to understand how Fashion District's developments can fit with partners ambitions and how Fashion District can create value for its stakeholders.

RECRUIT NEW FASHION DISTRICT PARTNERS that add value to advocacy, resources, insights and delivery.

ENGAGING WITH THE PUBLIC SECTOR

An element of Fashion District's success to date has been interventions aligned with the rising importance of the creative industries in delivering Good Growth, the Industrial Strategy and enterprise and skills agendas. To maximise current interest Fashion District seeks to:

- Increase communication tools to deliver key messaging to politicians, government and the public sector.
- Support borough plans to deliver their community and economic agendas
- Tap in to regional and national funding and resource opportunities that target relevant policy developments.

ENGAGING WITH INDUSTRY

Now that the Fashion District has launched and is operational, it is time to increase industry representation to maintain relevance and drive strategic direction. Fashion District seeks to:

- Appoint a new Fashion District chair from the fashion industry
- Actively engage and recruit key fashion and tech industry advocates & partners from across the supply chain
- Build industry collaborations & projects to increase impact

MID & LONG TERM OPTIONS

EXPLORE THE CREATION OF A SPACE BROKERAGE SERVICE

between councils, developers, workspace providers and prospective tenants to grow the Fashion District community.

CREATE A DIGITAL PLATFORM to digitize the co-ordinating function of the Fashion District team to grow and self-serve the Fashion District community.

MEASURE THE IMPACT to demonstrate the results of the combined interventions of Fashion District partners and the associated social and economic benefits of the clustering effect.

ESTABLISH AN INDEPENDENT ORGANISATION in order to create revenue and achieve growth and establish Fashion District as a significant fashion tech hub and innovation leader.

FASHION DISTRICT

ANNUAL BEAT

JAN

FEB

MAR

MAY

JUL

SEP

NOV

DEC

Manufacturers
Network Event

Space Network
Event

Innovation
Challenge
Launch

Stakeholder
Board

Space Network
Event

Collaborative
Industry Project

Stakeholder
Forum

Stakeholder
Board

Stakeholder
Forum

Collaborative
Industry Project

Industry
Supper

Step into Fashion
Shared Internships
Annual Intake

Innovation
Awards
& Investment
Supper

Manufacturers
Network Event

Emerging Makers
Programme
Annual Intake

1 1 This programme is indicative and subject to relevant partnerships & funding. The programme will also incorporate events with key Fashion District partners e.g. Poplar Works & Trampery FIV launches

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