



LONDON FASHION FUND.

SEEKING TO BUILD A
PORTFOLIO OF DIVERSE,
FORWARD-THINKING AND
HIGH-GROWTH BUSINESSES THAT
WILL SHAPE THE FUTURE OF
THE FASHION INDUSTRY.

ENHANCING PATHWAYS FOR
BUSINESSES TO ACCESS
COMPLEMENTARY FINANCE,
FOLLOW-ON FUNDING &
SUPPORT WITH BUSINESS
SUCCESS MEASURES.

PART OF THE

FASHION
DISTRICT



SUPPORTED BY

MAYOR OF LONDON

CONTENTS

WHAT IS LONDON FASHION FUND	3
About the Fund	3
what's On Offer?	3
FOR APPLICANTS	4
Eligibility Criteria	5
Application Process & Key Dates	6
How It Works: An Example	7
FOR INVESTORS	8
Company Structure	9
How It Works	10
The Team: LFI, LFF, Investment Committee	11
Partners: Referrals, Advisory Board	12
WORK WITH US	13

ABOUT THE FUND

The fund will be targeting early stage businesses across fashion and retail.

Offering convertible loans, public funding will be used to provide fashion businesses with up to 1/3 of their funding need.

LFF can support you in sourcing the remaining 2/3 from private co-financing sources, angel investors and other funding.

The London Fashion Fund operates through an FCA-approved and regulated Fund Manager.

WHATS ON OFFER

CONVERTIBLE LOANS OF
UP TO £30,000

CO-FUNDING TO ATTRACT FOR
EARLY-STAGE FUNDING FROM
NETWORK OF PRIVATE
INVESTORS

ADVICE & SUPPORT FROM OUR
FASHION AND TECHNOLOGY
CHAMPIONS

FOR APPLICANTS

ELIGIBILITY CRITERIA

FASHION RELATED

- Fashion Products & sub-sectors
- Fashion & Retail Tech
- Supply-chain innovation

EARLY STAGE GROWTH

- 2 – 3 years in operation
- 1+ tenured staff member
- Ideally progressing from an incubator/ accelerator

MARKET TRACTION

- Clear USP
- Demonstrable initial market traction / growth
- Innovative & globally minded

READY TO SCALE

- Requiring further funding and support to scale e.g. commercial manufacturing, new market entry, growing the team.

SOCIALLY RESPONSIBLE

- Core business strategy includes financial, social and environmental sustainable values

APPLICATION PROCESS

COMPLETE AN EXPRESSION OF INTEREST

Complete an expression of interest application online at www.fashion-district.co.uk. EOIs will be reviewed on a regular on-going basis. Contact LFF@fashion-district.co.uk for any queries.

INVITE TO FORMAL APPLICATIONS

The LFF team will review your eligibility to apply and invite you to complete a formal application if eligible.

APPLICATIONS REVIEWED

The LFF team, investment committee, advisory board and FCA fund advisor will review applications in a series of investment rounds.

INVESTMENT AWARDED

Investments will be awarded, and the team will work with the businesses to support their growth and development.

DEADLINE TO APPLY FOR ROUND 3: MARCH 3RD 2020

SUBMIT YOUR EOI ONLINE AT

WWW.FASHION-DISTRICT.CO.UK/LFF

HOW IT WORKS: AN EXAMPLE



CHOOSE AMOUNT

E.g. Apply to LFF for £30,000 convertible loan.

*£30,000 LFF +
£60,000 private
investment*



PREPARE EOI

Prepare an Expression of Interest describing business, plan to reach the identified market, revenue and growth strategy and funding required (1 x single side A4).



EOI EVALUATION

EOI's will be evaluated by LFF; those best reflecting the criteria will be invited to apply



APPLY

Applications are assessed by selection panel (~23rd August) & recommended to the Investment Committee on 3rd September.



RECEIVE INVESTMENT

The applicant is eligible for LFF's £30,000 investment, and receives a convertible loan.

THE CORE TEAM



Wendy Hammett MBA FRSA FCSD | Consultant: Fashion Industry Advisor

A designer and strategic fashion industry professional, formerly the Dean of Enterprise Development and Post-Graduate studies at London College of Fashion, University of the Arts London. Led the Centre for Fashion Enterprise from 2007 to 2017 as Director, the pioneering fashion incubator for London, published research in the small to medium enterprises (SME) fashion sector with European & international partnerships and launched the Fashion Innovation Agency (FIA). She is a Fellow of the Royal Society of Arts & Fellow of the Chartered Society of Designers. Wendy chairs the Investment Committee for LFF.



Jonathan Chippindale | Advisory Board Chair

Jonathan Chippindale is CEO and Co-Founder of Holition.

Formed as a venture start-up a decade ago to explore and expand the role of technological innovation, Holition is a synthesis of mathematicians, scientists and technologists, artists and psychologists, retail specialists and cutting edge leaders in innovative retail thinking.

Jonathan is External Industry Advisor at Central St Martins, a founding member of the London College of Fashion Digital Think Tank and advisor to the University of Cambridge Digital Compass Group. He is also Digital Advisor to the British Fashion Council and an Innovation Advisor to Tate.

Jonathan holds an Honorary Doctorate from University of Arts London.

THE CORE TEAM



Helen Newman | Director

Helen is a partner in the Intellectual Property Team at CMS London. Helen is well known for advising on all issues relating to brands. With experience of acting for high profile brands from FMCG to cartoon characters, Helen works with clients in the fashion and luxury goods market. Helen's strategic approach to developing and protecting brands, covering commercial and contentious issues, is well regarded.

Helen's experience spans complex commercial acquisitions and licensing arrangements to managing cross border litigation relating to trade marks, copyright and design right. Helen is also an active supporter of the firm's corporate responsibility programme and a member of the pro-bono committee, providing pro-bono legal advice to a number of charities and volunteering on the lawyers in schools programme.



Jane Shepherdson CBE | Director

2016 - Present Took a gap year and travelled down the west coast of the USA. P/T writer, podcaster, consultant, advisor to various charities and emerging fashion brands.

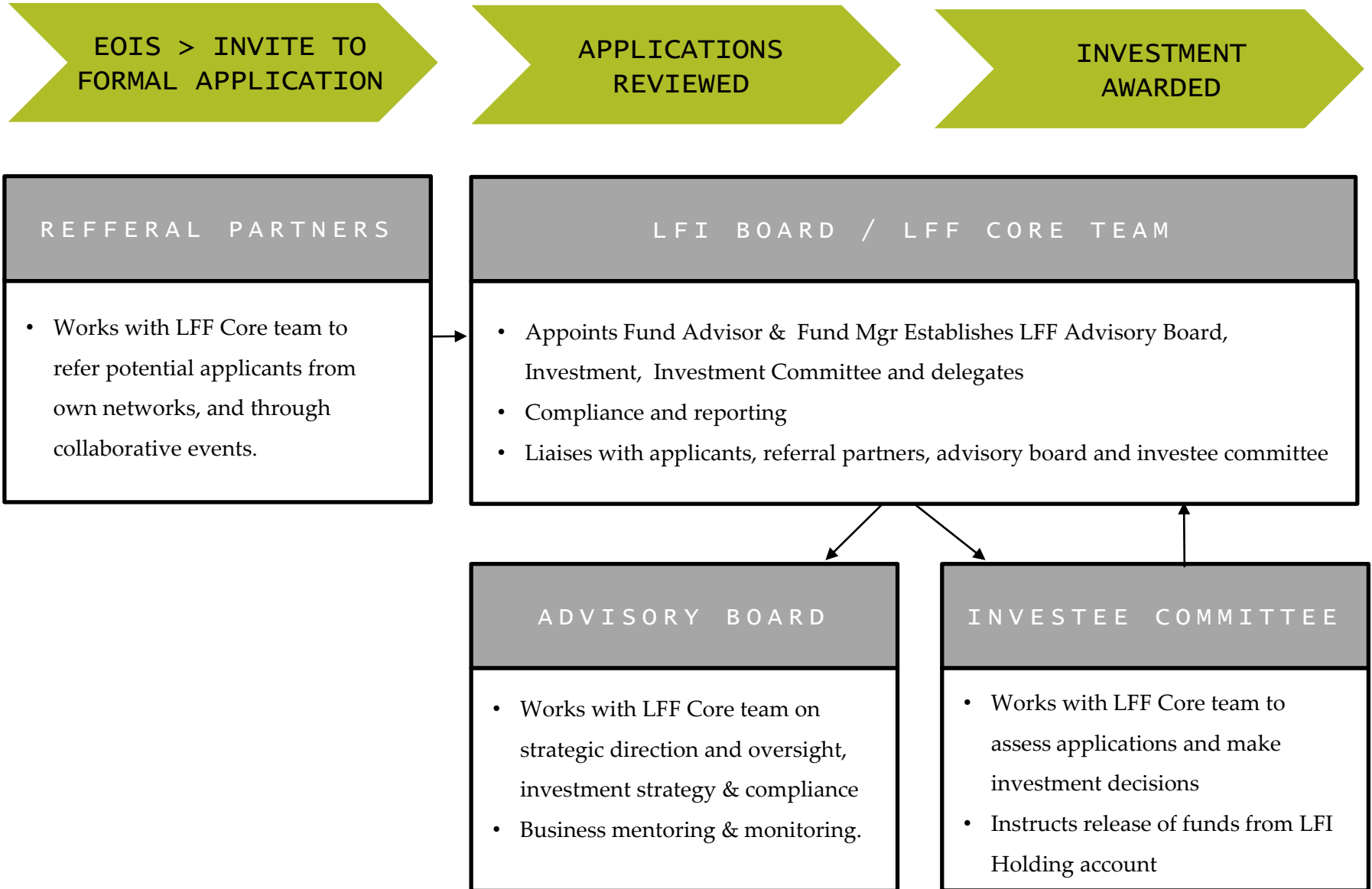
1998 - 2007 Former CEO and co owner Whistles. Led a management buy in to Whistles in 2008 with an ex Topshop management team. Repositioned and revitalised the brand to give it relevance and credibility in the contemporary fashion sector. Initiated global growth in FE, US, and Middle East. Former Brand Director, Topshop. Responsible for transforming the Topshop brand from a high st teen store into the best known Global Fashion Brand, and oversaw profit increase from £10m to £100m. Built strong credible design teams and collaborations, and sponsored New Gen to nurture a new generation of UK talent. 1985 - 1998 Buyer through to Buying Director Topshop.

FOR INVESTORS

COMPANY STRUCTURE



HOW IT WORKS



THE TEAM

LONDON FASHION INVESTMENTS BOARD

- **LFI Director:** Jane Shepherdson CBE, Fashion Industry expert (Retail)
- **LFI Director:** Helen Newman, Fashion IP expert
- **LFF Investment Committee Chair:** Wendy Hammett MBA, Fashion & SME Consultant
- **Observer:** Olivia Tusinski, GLA
- **Observer:** Blossom Young (or Alex Jeremy), Poplar Harca

LONDON FASHION FUND CORE TEAM

- **LFI Director:** Jane Shepherdson CBE, Fashion Industry expert (Retail)
- **LFI Director:** Helen Newman, Fashion IP expert
- **LFF Investment Committee Chair:** Wendy Hammett MBA, Fashion & SME Consultant
- **Due Diligence & Investment Analyst:** Marina Atarova.
- **Fund Advisor:** Ali Naini, Turquoise International
- **LFI and GGF Administrator:** Amanda Li

INVESTMENT COMMITTEE

- **LFF Core Team**
- **FCA Investor/ Angel Investor Representative:** Hannah Williamson, Associate, Edge Investments
- **Industry Representative:** Alex Frankpitt, Finance Director, Fashion & Luxury at VICE Group
- **Industry Representative:** George Graham, CEO, Wolf and Badger

PARTNERS

ADVISORY BOARD

Industry Representation:

- **Jonathan Chippindale** (Chair), Chief Executive, Holition.
- **Christopher Raeburn**, Creative Director, Christopher Raeburn
- **Marina Atarova**, Founder, FashionHack Tech Network.
- **Amalia Agathou**, Technology SMEs and investor expert
- **Alex Frankpitt**, Fashion Business and Finance, VICE
- **Vanessa Podmore**, Garment and Footwear Supply Chain
- **George & Henry Graham**, CEO's, Wolf and Badger
- **Emma Shipley**, Designer SME.
- **Bianca Fincham**, PR Rainbow-wave and Fashion industry insider
- **Dolly Jones**, Eco – Age

Funding partners:

- **Deepali Nangia**, Angel investor
- **Puneet Raj Bhatia**, Funding London
- **Flavia Popescue-Richardson**, VP Silicon Valley Bank
- **Hannah Williamson**, Edge Investment Management

Stakeholders:

- **Helen Lax**, Fashion District
- **Alex Jeremy**, Poplar Harca
- **Olivia Tusinski**, GLA
- **Jamie Dean**, GLA

PIPELINE & REFERRAL PARTNERS

Industry Representation:

- **Fashion District**, Helen Lax, Director
- **British Fashion Council (BFC)**, Yvie Hutton, Designer Business Development
- **UK Fashion & Textile Association (UKFT):**
Paul Algar, UKFT Director International Business
- **The Trampery**, Charles Armstrong, CEO
- **Poplar Harca**, Paul Augarde, Director of Innovation
- **London College of Fashion, CFE:**, Judith Tolley, Head of CFE
- **London College of Fashion, CFE**, Ishwari Tropte , Fashion Technology Manager
- **London College of Fashion, BFTT:** Yanina Aubrey/ Prof.Jane Harris
- **UKTI Exports**, Jim Pickles
- **European Enterprise Networks**, Sandra Steinhauer
- **Plexal: Here East**, Tom Messenet
- **Fashion Scout**, Martyn Roberts
- **Cocoon Accelerator**, Yu Xiong
- **Seedrs**, Julien Tubb or Rob Young
- **British Design Fund**, Damon Bonser
- **CSL at University of Cambridge**, Prof. John French
- **Techstyler**, Brook Roberts-Islam
- **Sarabande Foundation**, Trina Vercade
- **Individual advisors - multiple**

WORK WITH US

Enquire about the applying for the fund, becoming one of our referral partners, joining our advisory board or collaborating on projects and events with us or the Fashion District.



WENDY HAMMETT, FASHION INDUSTRY ADVISOR
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