



# 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

<b>WHAT IS LONDON FASHION FUND</b>	<b>3</b>
About the Fund	3
What's On Offer?	3
<b>FOR APPLICANTS</b>	<b>4</b>
Eligibility Criteria	5
Application Process & Key Dates	6
How It Works: An Example	7

## ABOUT THE FUND

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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

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CONVERTIBLE LOANS TYPICALLY  
BETWEEN £25,000 - £50,000  
(exc. additional private  
investment)

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

ADVICE & SUPPORT FROM OUR  
FASHION AND TECHNOLOGY  
CHAMPIONS

# ELIGIBILITY CRITERIA

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## 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

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## COMPLETE AN EXPRESSION OF INTEREST

*Complete an expression of interest application online at [www.fashion-district.co.uk](http://www.fashion-district.co.uk). EOIs will be reviewed on a regular on-going basis. Contact [LFF@fashion-district.co.uk](mailto: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.*

SUBMIT YOUR EOI ONLINE AT

[WWW.FASHION-DISTRICT.CO.UK/LFF](http://WWW.FASHION-DISTRICT.CO.UK/LFF)



## HOW IT WORKS: AN EXAMPLE

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### 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 & recommended to the Investment Committee.

### RECEIVE INVESTMENT

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

# THE CORE TEAM

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## **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

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**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.