

EV FASHION

Experiential Learning to Drive Sustainability and Growth

In association with



ual: london college
of fashion

EV LEARNING
FROM THE TRAMPERY

THE
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GROW
LONDON **EARLY
STAGE**



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OVERVIEW

Evo Fashion, delivered by Fashion District and Evo Learning, is part of the Grow London Early-Stage Programme, powered by London & Partners and funded by the UK Government through the UK Shared Prosperity Fund, with support from the Mayor of London. The Evo Fashion programme's core objective is to help fashion businesses across London grow sustainably by providing experiential learning, business support, and access to investor and industry networks.

Evo Fashion was conceived in response to a clear need within the sector. While London remains globally recognised for creativity and innovation, many fashion businesses face structural barriers to growth. These include limited access to early-stage investment, gaps in financial and strategic capability, increasing sustainability regulation, and the pressures of leading small teams in a volatile market. Designer-led brands often struggle to attract investment compared to technology-driven ventures, while fashion-tech businesses must navigate complex regulatory and commercial landscapes.

The programme therefore set out to address these challenges holistically. Its core ambition was not simply to provide knowledge, but to strengthen businesses across finance, sustainability, leadership and investment readiness, enabling them to become more robust, investment-aware and environmentally accountable.

Across 3 cohorts, Evo Fashion supported XX London-based SMEs — XX designer brands and XX fashion-tech or material innovation businesses — each demonstrating ambition to grow and a commitment to positive environmental and social impact.

The overarching aims of Evo Fashion were to:

- Equip fashion businesses with the skills and knowledge to achieve sustainable growth, contributing to the circular and green economy.
- Provide fashion businesses with the expertise and access to gain investment and scale successfully.

- Build founder resilience and leadership capability, supporting decision-making and long-term business sustainability.
- Create a connected and inclusive fashion innovation ecosystem that fuels the development of London's fashion future and showcases its talent, creativity and diversity.

This report presents an overview of the programme's delivery, outputs and impact across three cohorts.

"From the early sessions looking introspectively at us as people and leaders, to the later assistance in fundraising, we felt that the content was thoughtfully curated and delivered with meaningful expertise."

Peter Ratcliffe, Founder, VAIVR

THE PROGRAMME

Evo Fashion delivered an experiential learning model developed by Evo Learning. Rather than relying on traditional lecture-based delivery, the programme emphasised active participation, peer reflection and real-world application. This approach was designed to challenge conventional thinking, encourage strategic reframing and practical implementation within each business. Resulting in strong participant engagement and high programme completion rates, which was also reflected in its Net Promoter Score.

Content themes: Sustainability was embedded throughout the programme rather than positioned as a standalone theme. Sessions addressed climate legislation, circular design and responsible supply chains, equipping participants to respond to increasing regulatory scrutiny and investor expectations. Crucially, sustainability was framed as a strategic and commercial driver of growth, not simply a compliance obligation.

Financial planning and investment readiness were also central. Participants strengthened their understanding of pitching, forecasting and investor perspectives.

Leadership and founder wellbeing further distinguished the programme and are a unique feature of Evo Learning. Sessions on resilience, energy management and peer exchange recognised that sustainable growth depends on capable, confident founders.

Programme structure: The format of the programme, was that each cohort commenced with a two-day launchpad designed to build trust, establish shared objectives and introduce key thematic areas. Subsequent workshops were delivered by an array of sector specialists and were tailored to whether they were fashion brands or fashion-tech and material innovation companies.

Structured peer-to-peer sessions were embedded throughout, creating space for founders to share challenges and insights in a facilitated environment. Whilst one-to-one advisory sessions also provided tailored support across sustainability strategy, financial modelling, IP and legal and communications. The programme culminated in showcase events to investors, the sector and the wider public.

A targeted and sector-specific focus, combined with its experiential approach, enabled Evo Fashion to address the distinct commercial and structural realities of fashion and fashion-tech businesses, setting it apart from more generic accelerator models.



Stephy Fung at Tech Talks for Cohort 2

KEY OUTPUTS AND IMPACT

Evo Fashion was designed to strengthen the commercial resilience and sustainable growth of London's fashion businesses. This report provides a snapshot of the programme's social and economic impact, with a wider range of measures being captured throughout the project.

Targeting growth: Early employment outcomes were lower than anticipated, however as the reporting period was relatively short this may be an indicator of trajectory rather than a definitive measure of potential scale.

At this stage of development, growth typically manifests itself, first in strategic clarity, improved margins and stronger financial management before expanding into additional staff headcounts. With global economic uncertainty impacting the UK fashion industry, SMEs achieving any form of growth is commendable.

Structural change: The most substantive impact of Evo Fashion was structural. Participants strengthened financial planning, clarified pricing and revenue models, and improved readiness to engage investors. A large proportion formalised business plans and

introduced more rigorous management processes. These changes will enhance long-term viability and increase the likelihood of sustained growth beyond the programme lifecycle.

Embedding sustainability: Sustainability capability also deepened. Businesses embedded environmental and social governance more clearly within their commercial strategies, improved supply chain transparency and strengthened understanding of regulatory expectations. In a sector facing heightened scrutiny around environmental claims, clarity and ability to communicate their credentials is essential.

Inclusive approach: The programme's diversity profile further amplifies its economic contribution. Strong representation of female founders, ethnically diverse entrepreneurs and founders with recognised disabilities reflects London's distinctive creative economy. Supporting these businesses strengthens an inclusive growth model and broadens access to opportunity within the fashion sector.

Investment readiness: Differences in baseline investment between designer-led and fashion-technology businesses reflect wider market conditions rather than programme disparity. Technology ventures entered with higher levels of pre-secured capital, while designer brands demonstrated comparatively strong revenue performance relative to scale.

Collectively, this evidence demonstrates that Evo Fashion strengthened strategic clarity, commercial confidence and sustainability integration across participating SMEs, laying robust foundations for continued contribution to London's fashion economy.



"The Evo Fashion Programme is a great step for start-up sustainable fashion brands that are looking to grow in the UK. The programme gives a holistic guidance on running and growing a business. It brings some of the best experts in the industry and offers one-on-one time with them, which is critical for a new business."

Ayesha Mustafa, Founder, EVERYDAY PHENOMENAL

PARTICIPANTS

The 68 SMEs supported through Evo Fashion represent a cross-section of London's evolving fashion ecosystem.

Cohort 1: Brought together 15 designer-led businesses spanning womenswear, menswear, childrenswear, accessories and sustainable marketplaces. These brands emphasised responsible production, craftsmanship and community engagement. On average, they had been operating for 5 years and employed approximately 2.5 people.

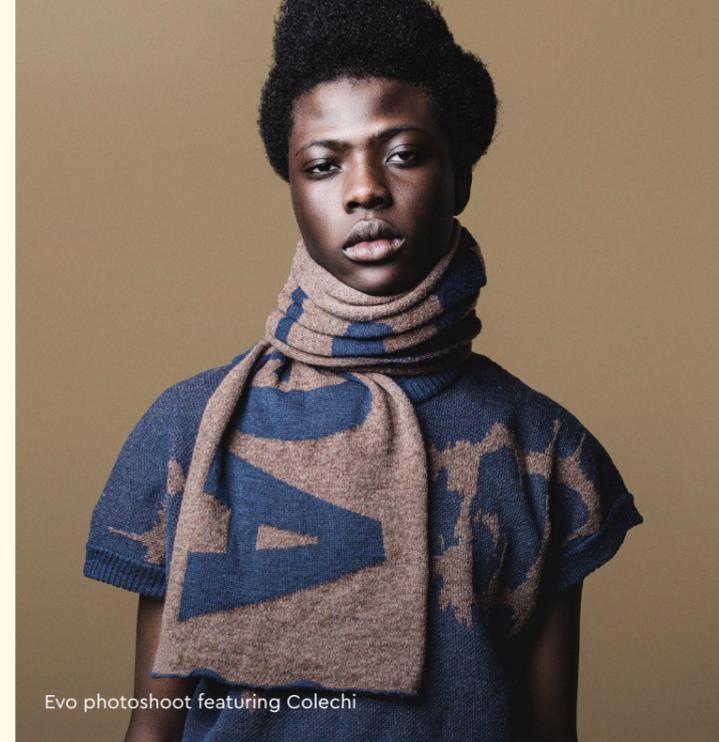
Cohort 2: Included 24 fashion-tech and material innovation businesses, ranging from AI-powered resale platforms and digital twin technologies to regenerative materials and traceability solutions. These businesses averaged 4 years in operation and employed approximately 2 staff members at programme entry. Many had already secured early-stage investment, reflecting the capital-intensive nature of technology development.

Cohort 3: Was a blended programme, with 29 fashion-tech and material innovation and 13 designer-led and 16 fashion-tech businesses. As a mixed discipline cohort, innovation was diverse ranging from bio-derived and regenerative materials, AI-enabled platforms, and sustainable-focused brands and solutions. These businesses averaged XX years in operation, employing on average XX staff members at programme entry.

Across all cohorts, businesses participating in Evo Fashion operated at an early but critical stage of development. Most were revenue-generating yet navigating the complexities of scaling, refining pricing structures, strengthening management processes, exploring new markets and preparing for investment.



Evo photoshoot featuring Clara Chu



Evo photoshoot featuring Colechi

Cohort 1

ANCIELA www.anciela.com
ASMUSS www.asmuisclothing.com
BEEN LONDON www.been.london
CLARA CHU www.clarachu.com
COLÈCHI www.colechi.com
EVERYDAY PHENOMENAL www.everyday-phenomenal.com
FASHION MEETS MUSIC www.fashionmeetsmusic.com
KYLE HO www.kyleho.com
ISLA DA GAR www.isladegar.com
MIRLA BEANE www.mirlabeane.com
NEW STANDARD STUDIO www.newstandard.uk
OMNISS www.omnissworld.com
PERCY LANGLEY www.percylangley.com
POMI AND SEEDS www.pomianandseeds.com
ZERO LONDON / ZEROTEC www.zerolondon.co.uk

Cohort 2

ASTRA www.astraverse.xyz
BLEND FASHION LTD T/A GENIE blendfashion.app
BRITISH PASTURE LEATHER www.britishpastureleather.com
BLOOMINO bloomino.co.uk
CIRCKIT www.circkit.com
CREANIAL www.creanial.co
CQ STUDIO www.cqstudio.uk
ELVARDI www.elvardi.com
DELLA YELLOW MUSIC www.della-yellow.com
ESLANDO CIRCULAR FASHION www.eslando.com
GALORE CLUB www.galore.club
GEMELL TECHNOLOGY www.gemell.io
LAYBL www.laybl.app
LOOM www.theloomapp.com
OR COLLECTIVE www.orcollective.co.uk
PHYGITAL TWIN www.phygitaltwin.io
QMUNITY www.qmunity.xyz
RE:DRESS SPACE www.redress.space
SEWN DIGITAL FASHION www.sewndigitalfashion.com
STEPHY FUNG www.stephyfung.com
TEOZ www.teoz.io
THE FASHION BLUEPRINT www.thefashionblueprint.co.uk
VAIR www.vaivr.ai
ZORI TEX www.zoritex.com

Cohort 3

BIOTHREAD www.biothread.co.uk
CIRKULAR www.cirkular.co
CLOTHING CONNECTED clothingconnected.global
GARMENT BY (MAKEA) www.garmentby.com
HOUSE OF KIND houseofkind.london
INTOTUM intotumfashion.com
ISABELLE PENNINGTON EDMEAD isabellepenningtonedmead.com
KHANUMS khanums.co
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MOMA HILO www.momahilo.com
NATUROPLASTIX www.naturoplastixdynamics.com
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ORÍKÌ TEXTILES www.orikitextiles.com
PILIO – ACE COTTON www.piliogroup.com
QOVE qove.co.uk
RECONDITION reconditionmcr.com
REPLICA BIOMATERIALS www.replicabiomaterials.com
SANSPENG sanspeng.com
SLOW PROJECTS slowprojects.co.uk
SOPHIE DARLING www.sophiedarling.com
STYLEGAZE www.stylegaze.ai
TAILR www.tailr.ai
THE ARRAY www.the-array.com
THECART www.thecart.online
THE KILLER MUSE www.thekillermuse.com
THE PURSE PARLOUR purseparlour.com
VAUGHAN ANSON vaughananson.com
VYN SWITZERLAND www.vyn.one
YIBRI yibri.co.uk

Industry Partners

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Tom Farrand, Human Energy Co
Vanessa Podmore, Podmore Consultancy
Vikram Menon, Fashionex Ltd
Yvie Hutton, British Fashion Council

CASE STUDY COHORT 1

AN CIELA

Anciela is a ready-to-wear fashion label that offers a culmination of folklore and craft, inspired by childhood experiences and the intertwining Latin American and British identities and communities. Producing locally using recycled textiles, deadstock materials and low-impact fibres, the brand combines responsible production with distinctive handcrafted design. The brand has been featured in Vogue, Harper's Bazaar, L'OFFICIEL, Forbes, and amongst other independent publications.

Joined Evo Fashion to:

- Gain clarity on how to scale operations effectively.
- Navigate sustainability regulations and integrating innovative practices.
- Develop actionable insights to grow the brand while staying true to its values.

Growth and Wider Impact:

- Increased presence through showcasing collections at the Southbank Centre, as part of London Fashion Week and The Good Clothes Show.
- Increased founder confidence in articulating brand value to partners and stakeholders
- General increase in turnover.

"The Evo Fashion programme was an amazing opportunity to learn from leading experts in the sustainability field in a supportive space."

Jennifer Droguett, Founder, Anciel



Evo Fashion photoshoot featuring Anciel



Evo Fashion photoshoot featuring Anciel

CASE STUDY COHORT 2

BRITISH *Pasture* LEATHER

British Pasture Leather is a pioneering supplier of leather from the hides of cattle raised on regenerative farms in the UK. Founded in August 2021, the company's mission is

to connect design with ecosystem restoration through sustainable leather production. By working closely with farms, abattoirs, and designers, British Pasture Leather ensures traceability and ethical sourcing while supporting land, animals, and nature.

Joined Evo Fashion to:

- Gain support whilst navigating partnerships across farms, abattoirs, and aggregators to create traceability and custody of ownership.
- Help position an entirely new supply chain approach within the fashion industry, whilst building their customer base and demonstrating value to brands.
- Develop the right business model to ensure financial sustainability as they scale operations.

Growth and Wider Impact:

- Clarified ESG positioning and strengthened alignment with emerging sustainability regulation.
- Expanded consultancy services supporting brands transitioning to regenerative leather sourcing.
- Sharpened investor and industry communications through improved storytelling.
- Built valuable peer networks and founder resilience through sector knowledge exchange.

Evo Fashion photoshoot featuring Anciel



British Pasture Leathers

"The course has influenced a new trajectory for us; it has given British Pasture Leather the confidence to be able pursue these new goals through exposure to Brooke Roberts-Islam and also other industry experts the Evo Fashion bought on board."

Alice Robinson and Sara Grady,
Co-Founders, British Pasture Leather

TAILR

TAILR is a deep-tech fashion production platform that digitises fabric behaviour and integrates AI-driven insights to ensure garments are consistent, efficient and sustainable. Built for brands and manufacturers, TAILR connects fabric mills with production teams, reducing waste, sampling and costs while improving speed-to-market. Its modular product suite powers everything from automated tech packs to advanced fabric feasibility checks, positioning TAILR as the digital backbone of modern fashion supply chains.

Joined Evo Fashion to:

- Help refine how to communicate the value of fabric intelligence and production data to the market.
- Build stronger relationships with brands, manufacturers and investors.
- Further develop their commercial strategy.

Growth and Wider Impact:

- Refined approach to investment readiness, strategic communication and ESG positioning.
- Sharpened the articulation of the commercial value of the platform to both investors and industry partners.
- Strengthened visibility within the London fashion technology ecosystem, leading to new conversations with brands, production specialists and potential collaborators.



TAILR AI-driven, deep-tech, modular cloud-based platform

"This programme brought together ambitious founders from both sides of the industry in a way that felt both practical and honest. For growing businesses, facing real operational and funding challenges, Evo Fashion provides perspective and connection at the right moment."

Shana Chu, Founder and CEO, TAILR

CONCLUSION

The delivery of Evo Fashion's three cohorts confirms that the programme has successfully positioned itself as a specialist and credible support mechanism for London's fashion ecosystem. Across fashion, fashion-tech and material innovation sectors, the programme has demonstrated targeted support, strong participant engagement, measurable business improvements and a distinctive integration of sustainability and growth strategy.

Looking ahead, key refinements that could strengthen future Evo Fashion delivery could include:

- **Tailoring of financial and investment modules to reflect business maturity:** While early-stage ventures may require foundational financial advice, investment-ready businesses could benefit from more advanced fundraising and modelling support.
- **Deepening of industry partnerships:** Embedded investor engagement, industry opportunities and retailer connections could accelerate commercial traction for participating businesses.

- **Formalised alumni network:** Could extend the programme's long-term impact through continued peer support and industry networks, building upon London's strong fashion ecosystem.
- **Longer-term impact measurement:** Would allow the opportunity to track longer-term growth indicators such as increased revenue, employment growth and investment secured – illustrating the full economic impact of Evo Fashion.

With its strong delivery model and specialised content, and future ambition – Evo Fashion programme is well positioned to continue supporting dynamic fashion and fashion-tech businesses that contribute to London's status as a global hub for innovation.

"Being part of the Evo Fashion has been an incredible experience. The programme's focus on the fashion industry provided us with tailored insights and resources that directly addressed our challenges and opportunities. Evo Fashion has been instrumental in helping us refine our approach and scale effectively within the fashion ecosystem."

Jen Wagner, CEO and Founder, LAYBL

EVO FASHION

Experiential Learning to Drive Sustainability and Growth

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