



**Young Creative Entrepreneur  
Fashion and Design Awards**

**2011 UK Tour Programme**

**16-23 September 2011**

<b>List of Winners</b>
<b>Tamara Lisenberg</b> (Argentina)
<b>Evilásio Miranda Costa</b> (Brazil)
<b>Mari Martin</b> (Estonia)
<b>Nelly Emerald</b> (Ghana)
<b>Abhijit Bansod</b> (India)
<b>Aneeth Arora</b> (India)
<b>Joshua Simandjuntak</b> (Indonesia)
<b>Aria Rajasa</b> (Indonesia)
<b>Elina Dobeles</b> (Latvia)
<b>Tala Hajjar</b> (Lebanon)
<b>César Uriel Mejía Urbán</b> (Mexico)
<b>Ayotomi Rotimi</b> (Nigeria)
<b>Monika Brauntsch</b> (Poland)
<b>Agata Wojtkiewicz</b> (Poland)
<b>Andrey Khusid</b> (Russia)
<b>Natasa Hrupic</b> (Slovenia)
<b>Dana Kleinert</b> (Slovakia)
<b>Maria Saadeh</b> (Syria)
<b>Henry (Po Hsiang) Chang</b> (Taiwan)
<b>Mehmet Gozetlik</b> (Turkey)
<b>Can Soylu</b> (Turkey)
<b>Azza Al Qubaisi</b> (UAE)
<b>Nguyen Ngoc Lan</b> (Vietnam)

**For more information on the winners and the YCE Programme, visit:**  
<http://creativeconomy.britishcouncil.org/creative-entrepreneurship/young-creative-entrepreneur-programme/>

## UK Tour Programme 2011

### Friday 16 September

19.30: *Welcome dinner*

### Saturday 17 September 2011

10.00-14.00: *Meeting at British Council*

This session will be at the British Council office where we will conduct a welcome brief and run through the programme in more detail. This will be an opportunity for YCE Design and Fashion Award finalists to introduce themselves, their backgrounds and experience and do an informal 10 minute presentation of their work. Please prepare a PowerPoint presentation for this session with pictures/videos to add life to your work. Lunch will be provided.

Venue Information

British Council  
10 Spring Gardens, London SW1A 2BN  
T: +44 (0)20 7389 3081  
W: [www.britishcouncil.org](http://www.britishcouncil.org)

#### *Free afternoon*

This is a free afternoon for you to visit [London Fashion Week](#) and [London Design Festival](#) events.

### Sunday 18 September 2011

10.30: *LFW Exhibition*

#### **London Fashion Week – The Exhibition**

Over 150 designer brands are set to showcase their spring/summer 2012 collections at the Exhibition at London Fashion Week, September 16th - 20th 2011.

**Andrew Tucker** is a consultant for the British Fashion Council and has written *The London Fashion Book*. He writes regularly for leading newspapers and magazines and is also course director for the MA in fashion journalism at London College of Fashion. He acts as a talent scout for New Generation.

<http://www.andrewtucker.co.uk/>

Our colleague **Alison Moloney**, Co-Director of the Architecture, Design and Fashion team at the British Council will accompany you.

Alison Moloney is the team's Fashion Adviser and has devised exhibitions, seminars, workshops and international collaborations in fashion, graphic and product and furniture design for our international programme of events. She has co-curated *Alchemy: Contemporary Jewellery from Britain*, *Timeless: Experimenta 2009* and commissioned *The Incidental*, a social media newsletter for the Milan Furniture Fair and London Design Festival. She is currently developing a fashion exhibition which focuses on the use of cultural heritage within contemporary practice.

Alison has an MA in Fashion History and Culture from the London College of Fashion and before joining the British Council she worked as Assistant Curator at Judith Clark Costume as

well as writing on fashion for both trade and commercial press.

Venue Information

Somerset House,  
Strand, London WC2R 1LA

**Free afternoon**

This is a free afternoon for you to visit [London Fashion Week](#) and [London Design Festival](#) events.

**17.45: Blow PR Meeting**

This is a great chance to hear from Darrell about what Blow PR do as a PR company and their work in the fashion industry.

**Blow PR**

Blow continually maintains levels of creativity, innovation and excellence without parallel for the diverse range of brands they represent. In-depth knowledge of the industry combined with a comprehensive repertoire, contacts and insider knowledge offers their clients a service which consciously positions that brand in the ever-changing world of fashion. With a background in publishing, journalism and fashion design, Blow offers an illustrious alternative package to any aspiring brand.

Part of [Vauxhall Fashion Scout](#)

**Darrell Vydelingum, Director, Blow PR**

Darrell began promoting Clubs in the early nineties in London and later went off to study art. He has been an artist for over twelve years with shows in New York, London and Paris; working with Talvin Singh, Outcaste Records and Channel Four.

Now at Blow he works with young and established designers. Blow brought Manish Arora to London, making him one of the biggest designers, resulting in Manish being the first Indian designer to show at Paris Fashion Week. Blow also discovered Basso and Brooke, the first winners of the renowned Fashion Fringe award. They have presented several winners since. They endeavour to keep promoting and help designers and events; both UK based and International. Recently they worked with WILLS Indian Fashion Week, Japanese Fashion and Harrods. Blow worked with the British Council two seasons ago to set up the launch of the UK and International Young Entrepreneur Award at British Fashion Council official tent, where both winners were announced.

**21.00-late: SIX Magazine LFW party: A Celebration of Ethical Style**

[SIX Magazine](#) is a digital, high-end ethical fashion publication aimed to stimulate the industry and excite the consumer about ethical and sustainable practices in fashion. The magazine offers a unique perspective on sustainable living, representing a marriage between ethics and fashion. SIX was founded with one aim - to celebrate the designers, individuals, independent brands and companies who are creating a more ethical and sustainable future for the fashion industry.

Venue details

Saf, 152-154 Curtain Road, Shoreditch  
EC2A 3AT

**W:** <http://six-magazine.co.uk/>

**Monday 19 September 2011**

**09.00-11.00: WGSN Meeting (Cher Potter) – Trend Forecast Session**

**WGSN**

WGSN is a leading online trend forecasting, analysis and research tool providing creative and business intelligence to the apparel, style and retail industries. Established in 1998, WGSN's authority is incomparable. A team of over 150 senior fashion and design practitioners and renowned journalists continually travel the globe to deliver insight and creative inspiration, real-time retail coverage, seasonal trend analysis, consumer research and business information to 38,000 users worldwide.

**Cher Potter, Editor, Creative direction / Macro trends**

Cher analyses sociopolitical and cultural trends in relation to design, and develops the global macro trends for WGSN's Creative Direction. Having studied and worked in the UK, Europe, Africa, China and Japan, she has extensive experience of global design cultures. She writes regularly for arts, fashion and lifestyle magazines and is the culture editor on Tank magazine's newly launched Because magazine. Cher is a visiting lecturer in 'Fashion and the City' at London's prestigious Architectural Association. She obtained a degree in Philosophy before training as a designer at the Fashion Design School in Antwerp, and she joined WGSN after working with design luminaries Hussein Chalayan and Giles Deacon

Venue Information

The Architecture Foundation  
Ground Floor East, 136–148 Tooley St  
London SE1 2TU

**W:** [www.architecturefoundation.org.uk/](http://www.architecturefoundation.org.uk/)

**12.00-13.00: Master-class with Paul Smith**

Exclusive meeting with Sir Paul Smith with the chance to ask questions about his globally successful brand and career as one of the UK's most successful fashion entrepreneur.

Starting his career in fashion aged 15 with a job as an errand boy in a Nottingham clothing warehouse, his designs for the showroom displays caught the eye of his boss. This led to a position as the factory's menswear buyer aged just 17. By 1974 his shop had outgrown its premises and moved to Byard Lane, where a Paul Smith outlet remains to this day. By 1976 Paul showed his first menswear collection in Paris under the Paul Smith label. Within 20 years, Sir Paul established himself as the pre-eminent British designer – creating trends not only in fashion but in the wider context of popular culture, combining a love of tradition and the classics with a genuine sense of humour and mischief. Paul Smith is global - the collection is wholesaled to thirty five countries and has fourteen shops in England. Paul Smith shops are found in London, Nottingham, Paris, Milan, New York, Hong Kong, Singapore, Taiwan, the Philippines, Korea, Kuwait, U.A.E. – and over two hundred throughout Japan. Paul remains fully involved in the Japanese business; designing the clothes, choosing the fabrics, approving the shop locations and overseeing every development within the company. Paul Smith also has impressive and diverse showrooms in London, Paris, Milan, New York and Tokyo. Paul Smith continues to be an integral part of the company; he is both designer and chairman. Paul Smith is continually involved in every aspect of the business and as a result, Paul Smith Limited retains a personal touch often lost in companies of a similar size.

Venue Information

Paul Smith (Head Office)  
Kean Street, Covent Garden, London WC2B 4AS  
T: 020 7257 8921

**W:** [www.paulsmith.co.uk](http://www.paulsmith.co.uk)

**13.30-15.00: Lunch/meeting with UK YCE Fashion & Design Past Participants**

**Annegret Affolderbach**

Annegret is one of the finalists of the UK YCE Fashion Award 2009 and currently the owner of CHOOLIPS. CHOOLIPS creates textiles and clothing that revive ancient textiles traditions. As an ethical fashion business, CHOOLIPS currently innovates Ghanaian Batik to boost commercial accessibility of

ethical and ethnic textile products. Its trend-setting collection of dresses won 'Best Global Commercial Design & Print 2006' -Design4LifeGhana and was snapped up by Topshop earning Ghanaian producers 13-times their average wage! CHOOOLIPS was nominated for 'Barclays Innovative Business of the Year 2008'

#### **Michael George Hemus**

Michael George is UK Young Design Entrepreneur Award 2008 finalist. He started Hulger in 2005 – a designer electronics brand that makes new technologies more accessible through easy to use, well-designed products. Hulger launched with a range of internet telephones sold through high-end stores worldwide, as well as on Skype.com. Hulger went to develop the Plumen Range, a series of designer low-energy light bulbs - using the tubular form of the bulbs, creating sculptural, rather than mundane objects – which won the overall award for the Brit Insurance Designs of The Year 2011. Plumen bulbs can be now also purchased in Europe & the USA.

#### **Stefan Siegel**

Stefan was longlisted for the UKYCE Fashion 2010. He graduated in Economics & Business. After a brief modeling career (he appeared in campaigns and catwalk shows for Prada, Gucci, BMW, K-Swiss and Calvin Klein), Stefan started working for companies such as Ernst & Young and Sal. Oppenheim in Switzerland, and the Merrill Lynch M&A Investment Banking group in London, specialising in Consumer & Retail sector. In 2007 Stefan left London's financial district to launch NOT JUST A LABEL (NJAL). The company was privately funded and the website launched in May 2008. Not Just a Label (NJAL) is a leading designer platform for showcasing and nurturing today's pioneers in contemporary fashion. Set up in 2008 to infuse new life into fashion, NJAL was quick to become an indispensable tool for the industry; helping designers gain exposure and finance their progression independently by providing an easily accessible retailing forum via its online shop. With over 16 million hits per month, NJAL is an infinitely expanding destination devoted to facilitating growth in the fashion industry.

#### **Rama Gheerawo**

Rama is an Innovation Manager and Research Fellow at the Royal College of Art's Helen Hamlyn Centre, and former YCE finalist – 2008. Rama has worked in a variety of sectors including automotive, product design, multimedia design and design engineering. He was part of the team responsible for building the international reputation of the Helen Hamlyn Centre today. He was made a Fellow of the Royal College of Art in 2005 in recognition of his achievements in inclusive design and regularly writes, publishes, talks and curates exhibitions on the subject to a variety of audiences including academics, professional designers, business and government. He lends his expertise to several influential, professional organisations and committees such as Help the Aged and CAGE that actively work to further design thinking.

#### Venue Information

British Council  
10 Spring Gardens, London SW1A 2BN  
T: +44 (0)20 7389 3081  
W: [www.britishcouncil.org](http://www.britishcouncil.org)

### **15.00-18.00: Investment Session (ETI Dynamics)**

An opportunity to present ventures to a group of venture and angel investors. Receive feedback and assessment, as well as a chance to secure a funding partner

1500 hrs: Welcome addresses  
1510 hrs: Presentations 6 x 15 mins each  
1640 hrs: Short Break  
1700 hrs: Special Address and panel discussion  
1800 hrs: Close of the session and networking drinks

#### **ETI Dynamics**

Established in 2008, ETI Dynamics is a unique socio-economic enterprise focused on economic development in emerging and high growth markets. The firm's key objective is to increase the rate of economic development in nations by using a number of mechanisms such as offering quality research; showcasing best policy frameworks; connecting companies/countries to new markets; effecting knowledge and technology transfer unlocking new sources of capital; creating strong investment propositions and most importantly developing the necessary hard and soft infrastructure within nations. Its current efforts are focused on Asia, Africa and Middle East

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T: +44 (0)20 7389 3081  
W: [www.britishcouncil.org](http://www.britishcouncil.org)

**Tuesday 20 September 2011****09.00-10.30: DBA Support to Design Business****Design Business Association (DBA)**

The Design Business Association exists to promote professional excellence through productive partnerships between commerce and the design industry to champion effective design which improves the quality of people's lives.

**Deborah Dawton**

Deborah heads up the Design Business Association (DBA), the trade association for the design industry in the UK. She has extensive knowledge of the sector and its workings. She is particularly interested in developing best business practice for creative firms and raising the profile of design and its capability for wealth creation in business. Her specialties include design consultancy structure, strategic and operational management, finance, growth/development, best practice, people development, business process, marketing, and design effectiveness. Prior to taking her position at DBA, she was Managing Director at Design Events, and Student Design Awards Administrator at the Royal Society of the Arts.

Venue Information

Design Business Association  
35 - 39 Old Street  
London, EC1V 9HX  
W: [www.dba.org.uk/](http://www.dba.org.uk/)

**12.00-13.00: Masterclass with Paul Priestman**

This will be an opportunity to hear from a leading UK design consultant and ask questions about his way of building a successful international business.

**Paul Priestman**

Paul Priestman is the founding director of Priestmangoode, one of the UK's leading design companies specialising in product, environment and transport design. Paul has a reputation for succinct design thinking, solving complex design issues with simple and effective solutions.

Priestmangoode's work for world class brands has set new standards for excellence by creating beautiful and innovative design solutions. From their award-winning design for the interior concept for the new Kingfisher Airlines to launch design concepts for the Airbus A380, Priestmangoode leads the international field in transport design, designing for many of the world's leading aircraft and rail manufacturers including Airbus, Turkish Airlines, Lufthansa, Swiss Airlines, Virgin Trains and Sifang Locomotive.

Venue Information

Priestmangoode  
110 Crawford Street  
London W1H 2JD  
W: <http://www.priestmangoode.com/who-we-are/>

**14.30-15.30: Design Innovation Session – Royal College of Art****InnovationRCA**

The Royal College of Art, the only wholly postgraduate art and design college in the world, has a rich history of innovation: many products now in everyday use started as RCA graduate projects and many RCA graduates have emerged as leading innovators in their field. InnovationRCA manages and commercialises the Royal College of Art's portfolio of intellectual property

and leads its knowledge transfer programmes - from helping students integrate business and employability skills with creative practice, to inspiring and enhancing the innovation performance of industry and the public sector. InnovationRCA meets the RCA's Royal Charter commitment to collaborate with industry and commerce. It provides a coordinated range of innovation capability services for business that draws on the expertise and knowledge of RCA departments, research centres, students, staff and alumni. InnovationRCA manages a portfolio of Intellectual Property expertly developed from innovations created within the RCA that can be licensed to industry and commercially exploited in other ways. They also lead on strategic projects at the Royal College of Art in the areas of innovation and entrepreneurship, including professional development support for RCA students and graduates

#### **John Bound**

John is the Co-Director of InnovationRCA. John's experience includes manufacturing and commerce, design-innovation consultancy and knowledge transfer between higher education and industry. Trained in business studies at Bristol Polytechnic, John spent a decade in manufacturing and consumer goods marketing to Boots, John Lewis, Heals and other UK retailers, through roles with Chubb Fire Engineering and CoLignum, a small woodware and joinery business run on a co-operative model. John then joined the business development team at Brand New (part of Michael Peters Group plc) - an international product development agency inked to the future technology laboratories at PA Consulting Group and Sustainability, the pioneering green design consultancy. From 1991, John worked alongside Professor Roger Coleman in creating the Royal College of Art's DesignAge programme on design for ageing populations, winner of one of the first Queen's Anniversary Prizes for Higher Education. DesignAge evolved into the Helen Hamlyn Centre for people-centred design and innovation. Here, John directed the Centre's flagship Include conferences before moving to InnovationRCA as Head of Innovation Development in 2004. He is also researching creative workshop processes in collaboration with RCA Innovation Design Engineering.

#### Venue Information

22 Jay Mews  
London SW7 2EU

**W:** [www.innovation.rca.ac.uk](http://www.innovation.rca.ac.uk)

#### **14.30-16.00: *Better by Design-Towards European Design Policy (optional)***

Chair: Deborah Dawton, President, Bureau of European Design Associations

Speakers:

Christine Simon, European Commission, DG Enterprise and Industry

Christina Melander, Design & Innovation, Dansk Design Center

Gavin Cawood, Operations Director, PDR & Design Wales

With the launch of the European Commission's 'Innovation Union' last October, and the more recent launch of the European Design and Innovation Initiative (EDII), this discussion during the London Design Festival is an opportunity to discuss how national governments can follow the example of the EC in incorporating design into innovation policy.

#### Venue Information

Hochhauser Auditorium, Sackler Centre,

V&A, Cromwell Rd

London SW7 2RL

**T:** 20 7440 9810

#### **16.00-17.30: *Welcome from London Design Festival directors & tour of the V&A installations***

**Ben Evans**, *Director, London Design Festival*

Previously, Ben worked for Neil Kinnock and Tony Blair on policy development and campaigns including the 1992 and 1997 Labour election campaigns and helped oversee the contents of the Millennium Dome for its launch.

A governor of University of the Arts London, Ben is passionate about art and design education. Since 1997 he has been a trustee of Artangel, one of the nation's leading contemporary arts organisations.



**Will Knight, Deputy Director, London Design Festival**

Having previously worked at the Design Council as International Campaigns & Public Affairs Manager, William joined the London Design Festival in 2004. He is at the heart of a small multi-disciplinary team dedicated to delivering a world-class design event, with responsibility for management, key relationships and campaign management.

Venue Information

V&A, Cromwell Rd  
London SW7 2RL

**W:** [www.vam.ac.uk/content/articles/london-design-festival-2011-events/](http://www.vam.ac.uk/content/articles/london-design-festival-2011-events/)

**1800-onwards: Various Optional Receptions**
**D&AD White Pencil Sharp'ner**

Doors open: 6pm, Discussion starts: 7pm

D&AD Events exist to inspire, stimulate discussion & fuel debate. Speakers at D&AD President's Lectures represent the best in their creative fields whilst Sharp'ners offer the opportunity to share opinion & exchange ideas in a more informal setting.

Simon Manchipp of Someone hosts the next installment of Sharp'ner. Designers, advertising creatives and branding experts combine efforts, working with the audience to answer this year's White Pencil brief

Venue Information

The Hospital Club, 24 Endell Street  
London, WC2H 9HQ

**W:** [http://dandad.monito.co.uk/jpems/display.php?t=s&id=3058767\\_799\\_111\\_gj4pv03gxn](http://dandad.monito.co.uk/jpems/display.php?t=s&id=3058767_799_111_gj4pv03gxn)

**This Way Up Launch Party**

18.30-22.30

To celebrate 15 years of work, the Architecture Design Fashion team has commissioned London creative agency Unity to develop an exhibition sale that tells the story of British Council commissions, exhibitions and other key aspects of the team's work, which will run during this year's London Design Festival. Launch evening will include silent auction of design pieces, up-cycling workshop and sale of archived British Council items, including prints, publications, posters, mannequins and much more. Proceeds from the sale will go towards a British Council Brazil Futures Fellowship Fund for an emerging designer.

Venue Information

31-35 Pitfield Street  
London N1 6HB

**W:** [www.backoftheenvelope.britishcouncil.org](http://www.backoftheenvelope.britishcouncil.org)

**Wednesday 21 September 2011**
**09.30-16.00: Understanding the Use and Impact of Design Rights on the Design Sector (optional)**

The [Intellectual Property Office](http://www.ipoff.gov.uk) in partnership with Design Council is holding a one day workshop as part of [London Design Festival](http://www.london-design-festival.com) looking at the use and impact of design rights on the design sector. It is an opportunity to influence policy makers on the development of policy and design rights in IP.

The design sector continues to make a significant contribution to the UK economy and in promoting a positive image of UK plc overseas. But policy makers know little about how the Intellectual Property Rights (IPR) system supports this successful and innovative sector

The workshop will debate the results of four exciting linked research projects.

- A map of design activity in the UK: Jonathan Haskell - Imperial College
- The impact of design rights on business performance: Bruce Tether - Manchester University
- A pilot case study exploring firm behaviours surrounding rights: James Moultrie - Cambridge University
- An international comparison of rights systems between the UK, Germany and France - BOP Consulting

We will be debating what this research means for the future of the UK design sector and what additional evidence and research is needed to support the development of government policy in this area.

Venue information

Design Council, 34 Bow Street

London WC2E 7DL

T: +44(0)20 7420 5200

W: [www.designcouncil.org.uk](http://www.designcouncil.org.uk)

**1000-1200: Sustainability Session**

An opportunity for roundtable discussion on sustainable design

**Tamsin Lejeune, Ethical Fashion Forum** (managing director)

Tamsin has over 10 years of experience in the ethical fashion sector. She holds masters in International Development with a focus upon fashion and fair trade, and is the author of "Can Fashion be Fair?" published in 2004 and is trained in fashion design and fashion business management. She founded and is strategic director for fair trade fashion label Juste, developing a pioneering supply chain model for the production of designer womenswear to fair trade criteria. Tamsin launched and coordinated the first year of the Fashioning an Ethical Industry project on behalf of Labour Behind the Label.

Tamsin has led the initiation and growth of the Ethical Fashion Forum, from the first meeting around a table in 2004 to an international network of thousands, and regularly speaks, writes, runs training programmes and mentors on fashion and ethics. Tamsin is responsible for founding the Ethical Fashion Consultancy, EFF's sister organisation which unites the worlds foremost experts on fashion and sustainability. She has led Ethical Fashion Consultancy projects with clients ranging from the BBC to the ITC and the Commonwealth Foundation. Tamsin has led the development of the EFF's Ethical Policy Framework, which through consultation with key stakeholders brings together existing standards available for fashion and textiles products. This tool forms the basis for the work of the EFF with business members.

**Simon O'Rafferty, Eco Design Centre Wales University**

Simon has been leading the research, evaluation and education work of the Ecodesign Centre since 2005. This research has supported the delivery of a national ecodesign initiative, industry demonstration projects, national and international policy recommendations and non-specialist ecodesign communications. Through the Ecodesign Centre, Simon has also been delivering ecodesign training to professional designers and design educators. Simon originally trained as an industrial designer in Ireland. He has an MSc in Sustainable Development and is currently undertaking a part-time PhD. This PhD will assess how regional governments can support ecodesign and sustainable innovation in SMEs. His current research interests include sustainable consumption and production, innovation systems and government intervention.

**Guy Robinson, Founder and Director, Sprout Design** [www.sproutdesign.co.uk](http://www.sproutdesign.co.uk)

Sprout differentiates itself from its competition through our knowledge in the areas of sustainable design and inclusive design and through our multi-disciplinary approach. It is our aim to add value to raw materials and design innovative products that maximise the size of the market and bring all the business benefits of sustainable design.

Guy Robinson studied Manufacturing Engineering at Cambridge and then did his MA at the Royal College of Art in [Industrial Design Engineering](#), graduating in 2001. He has worked with MAK Architects, Lever Fabergé Italia, DCA Design Consultants, Studio and Partners, Minale Tattersfield, Ricardo Consulting Engineers and Hothouse Product Development Partners. He has completed a designer-in-residence programme at the Oribe Design Centre in Gifu, Japan and has spent a year as a Research Associate at the [Helen Hamlyn Research Centre](#) for Inclusive Design at the Royal College of Art.

**Chris Sherwin, Sustainability Consultant**

Innovation for sustainability is Chris' work area and passion. His work uses innovation, creative thinking and new approaches to solve the world's biggest challenges and uses sustainability as the C21st biggest drivers for innovation, creativity, design, new biz.

For 15 years, Chris has advised and consulted many global corporates plus start-ups, entrepreneurs and third sector organisations. He is an expert workshop designer and facilitator, great at creating and designing world leading projects, has vast knowledge of tools and methods, plus sustainability experience in consumer product, FMCG, food and beverage and especially the electronics sector

Venue Information

British Council

10 Spring Gardens, London SW1A 2BN

T: +44 (0)20 7389 3081

W: [www.britishcouncil.org](http://www.britishcouncil.org)

**12.00-17.00: Building Your Brand, Understanding the UK Market & Trend Forecasting**
**Sally Denton**

With 15 years experience in the industry, Sally Denton's expertise focuses around trends, online publishing, business support and education having assisted thousands of businesses & students to develop their full potential and is recognized as having particular knowledge & interest in the designer sector.

In previous roles, Sally was instrumental in the setting up & the delivery of one of the UK's leading support agencies for the fashion & textile industry – The Designer Forum, which supported over 1,500 UK businesses ranging from new start-ups to multinational retailers such as Claire's, Tesco, Firetrap, Asda, My-Wardrobe.com. During her time there she ran 22 UK & European funded projects, delivered countless training courses & programmes of support, ran an incubator & trends resource and had several ministerial & royal visits in recognition of her work.

She then went on to act as UK Agent for Carlin International trend forecasting agency where she was responsible for the UK operation covering all sales, business development, and presenting the trends to clients in briefings and at major UK & International fairs, key clients included, John Lewis, Nokia, Filofax, Arcadia Group, Amtico, Proctor & Gamble to name but a few.

Sally is currently Managing Director of The Trend Boutique where she provides an international online trends site & resource, a series of large scale conferences, widespread lecturing & course development, as well as a consultancy service to industry, with recent commissions that include trend forecasting for an international publication and presentations on behalf of the British Council as part of Colombo Fashion Week, Sri Lanka.

**Session format**

- 12.00 Refreshments on Arrival  
Introductions & Session Overview
- 12.30 Understanding the UK market with an introduction to key market & design trends across all sectors  
Introduction to working with the UK & how to identify gaps in the market
- 14.00 Break for lunch
- 14.45 Developing your brand for a domestic & international market through strong vision, clear product offer and a successful sales & marketing strategy  
Designer / brand checklist for taking your business to the next level

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**15.45-20.00: The Concept Lounge – Seymourpowell Ideas Generator Workshop (optional)**

During each workshop, members of the Seymourpowell team and talented new designers will imagine a future where reality has changed. Seymourpowell will use their distinctive research and design process to explore the implications and possibility of a future where energy consumption is strictly rationed. Included in each session will be an introduction to the Seymourpowell design process and practical sessions on trends, ethnography, ideas generation and concept development. On Friday 23 September, visitors to The Concept Lounge will be able to view some of the best work from the three workshops.

- 15.40 Arrival of Six Preselected Designers who will form two groups to address the brief.
- 15.45 Arrival of Participatory Audience Members.
- 16.00 Introduction and Talk.
- 16.30 Launch Design Brief (Talk).
- 17.00 Trends (Talk).
- 17.30 Ethnography session (Practical session).
- 18.00 Ideas Generation (Discussion session).
- 18.30 Concept Development (Practical Session).
- 19.30 Showcase of final designs / Crit session.
- 20.00 Finish and Drinks.

**Dress code:** Smart Casual in Red, Black and/or White

Venue Information

The Gallery in Redchurch Street  
50 Redchurch Street  
London, E2 7DP

**W:** <http://blog.seymourpowell.com/2011/08/seymourpowell-at-london-design-festival-2011/>

**1800-onwards: Free time and/or LDF events & receptions**

**Thursday 22 September 2011**

**Morning/day: Free Time**

Free time for individual meetings and/or visits to 100% Design / TENT London

**100% Design**

Cutting-edge contemporary interior design? Look no further than the event that started it all, 100% Design. The UK's first and leading contemporary design show is a hub of creative talent from the UK and around the world and a key event for interior designers and architects in the international calendar.

<http://www.100percentdesign.co.uk/>

**TENT London**

Tent London is one of the largest design trade shows taking place during the London Design Festival each September. Now in its fifth year at the Old Truman Brewery, Tent London presents over 200 international exhibitors, showing the very latest in contemporary interior products - furniture, lighting, ceramics, textiles, materials and accessories

[www.tentlondon.co.uk/](http://www.tentlondon.co.uk/)

**10.30-11.30: To Make in Britain? (optional)**

As part of a series of events that will take place this year at the Dock as part of the London Design Festival, Vicky Richardson will chair a discussion about the viability of manufacturing in Britain. The talk will explore the whys and why-nots of making in Britain from industry leaders Tom Dixon and Marek Reichman, and trends forecaster James Woudhuysen. They will ask whether it is necessarily the right option and why is there not more of it happening. Talk will start promptly at 10.30am.

Venue Information

MULTIPLEX @ The Dock  
Portobello Dock, 344 Ladbroke Grove  
London, W10 5BU

**W:** <http://backoftheenvelope.britishcouncil.org/2011/aug/26/make-britain/>

**16.00-17.00: designersblock - Tour of Exhibition & Meeting with Piers Roberts**

Designersblock events launch buildings, landmark areas, and by introducing new audiences to new places act as catalysts for urban revitalisation. Shows take place in accessible, central locations at the same time as established and emerging design trade events such as 100% Design London and Tokyo, Milan Salone Del Mobile and the London Design Festival. For every event a multilayered communication strategy with local partners and we communicate regularly with our international design industry database is developed, with over 32,000 subscribers including over 2000 journalists. Designersblock shows are joined up events for all sectors of the industry. They bring together the diverse out-put of designers from different backgrounds and levels of experience, from Students and graduates to established design companies. Events attract a dedicated and active audience of architects and design professionals, journalists, retailers and manufacturers, cultural and educational institutions, trend forecasters, opinion formers, students and public.

Venue Information

Designersblock  
32 Cremer Street  
London E28HD

**W:** [www.verydesignersblock.com/](http://www.verydesignersblock.com/)

**16.00-18.00: Royal College of Art / Helen Hamlyn Research Centre – Problem Comes First (optional)**

The Helen Hamlyn Centre for Design's exhibition - The Problem Comes First - will be their contribution to London Design Festival. Too much design solves problems that don't really exist. We don't really need another stylish chair or coffee table, for example. We do need to design for an ageing population, a better healthcare system and a more sustainable future by defining the real problems that are out there - and that means designing with people. The exhibition will be curated by Jeremy Myerson, Helen Hamlyn Professor of Design and Rama Gheerawo at the RCA, and designed by Chiaro Bello and Emilia Serra and exhibition will feature a range of current design projects being undertaken by the research team in the Helen Hamlyn Centre for Design. Each project will showcase a statement of the problem being addressed - and how that act of problem definition has directed the designer towards a solution. On the theme of social inclusion, for example, problem areas will include the social isolation of older people, lack of residential accommodation for autistic adults and the stigmatising nature of hearing aids. On the theme of healthcare, problem areas will include unsafe and unhygienic ambulances, medical error on hospital wards, ineffective neck braces for spinal cord patients, and inappropriate care for pregnant women.

Venue Information

Upper Gulbenkian Gallery  
Royal College of Art, Kensington Gore  
London SW7 2EU

**W:** <http://www.hhc.rca.ac.uk/194-4088/all/1/Major-exhibition-for-London-Design-Festival.aspx>

**18.00-20.30: Private View of Silent Revolutions (Slovenian design exhibition)**

The Museum of Architecture and Design presents the exhibition Silent Revolutions, a selection of design that marks the first two decades of this young independent European country. Rather than showing a sweeping overall view the show focuses on outstanding individual cases. Peculiar obsessions, drive, inventive development and high-end production are embodied in 25 exceptional works. This exhibition is the first international presentation of Slovenian product design on a larger scale.

Venue Information

Dray Walk Gallery  
Old Truman Brewery  
Brick Lane, London E1 6QL

**W:** <http://www.londondesignfestival.com/events/silent-revolutions-contemporary-design-slovenia>

**18.30-21.00: Web Analytics (optional)**

Understanding where your traffic comes from, what brings new users to your site, what they do and when your site is absolute key in making your web business effective. To optimize return on investment you need to measure how users react to campaigns and more importantly what makes a visit into a sale (conversion). In this workshop we will introduce tools and techniques used to analyse web traffic.

Topics will include:

- How to understand where your visitors come from and what they're looking at
- How to use analytics to troubleshoot problems with your site
- How to use analytics to inform your content strategy
- Work out which pages convert customers the best
- Using different analytics tools to measure social media buzz

This workshop will be presented by Malcolm Coles, a successful internet strategy consultant.

Venue Information

18 Victoria Park Square Bethnal Green  
Bethnal Green, London  
E2 9PF

**W:** <http://www.eventbrite.com/event/2085320249>

**Friday 23 September 2011**

**10.30-11.30: Peter Massey, 100% Design (for Design participants only)**

**Note to Fashion participants: Morning is free for individual meetings & visits**

Peter will be discussing 100% Design's international programming and events

**Peter Massey**

Peter Massey is exhibition director for 100% Design, a global event for contemporary interior design based in London, with sister brands in Tokyo and Shanghai. With an academic background in environmental sciences, he is keenly interested in how designers can lead and solve sustainability challenges.

**100% Design**

100% Design is the UK's foremost interiors event for the contract, hospitality and residential markets. As the heart of the show, it attracts architects, interior designers and industry insiders with its array of new and innovative furniture, lighting, textiles and interior fixtures and fittings. 100% Design is the place to come to seek out original, new designs from an exciting mix of emerging and established talent.

Venue Information

Earls Court Exhibition Centre  
Warwick Road, London, SW5 9TA  
W: [www.100percentdesign.co.uk](http://www.100percentdesign.co.uk)

**12.00-17.00: Working with Buyers – Session with Liz Bolt**

**Liz Bolt**

Her experience within the fashion and textile industry and spans 20 years. During this time she has held senior buying positions within some of the UK's major retailers including Next, Boots and Asda.

In 1999 she set up her consultancy company; Liz Bolt Associates Ltd after being offered a number of exciting projects working for both manufacturers and retailers within the U.K and overseas. The company focuses mainly on sales and marketing with some design work and projects have included work with Hobbs, Laura Ashley, Weird Fish, Next, Wolsey and The Alexon Group.

The company has worked with retailers including George Clothing, Adams, BHS and Next. Liz has worked with new startup companies helping them to develop their businesses with a focus on financial management, sourcing, range planning and developing effective sales and marketing strategies. Although most of Liz's work is within the fashion sector Liz has also worked with packaging designers, a bespoke kitchen design company, fine artists, carpet design and manufacturing company and business solutions consultants. Liz is a visiting lecturer at Nottingham Trent University mainly acting as a mentor to international MA fashion business students, she also teaches at De Montfort University and BCU.

**Session format**

- 12.00 Refreshments on Arrival  
Introductions & Session Overview
- 12.30 Overview of how to work with buyers including handling sales meetings, presenting ranges and making the most of any competitive advantages
- 14.00 Break for lunch
- 14.45 Practical exercise – Attendees will be asked to analyse a key retail store (they may wish to target in the future) based on briefing notes provided to them on arrival in UK / Wednesday's session
- 15.30 Open forum to discuss opportunities both in the UK & overseas specifically and ask for more specific advice

Venue Information

British Council  
10 Spring Gardens, London SW1A 2BN  
T: +44 (0)20 7389 3081  
W: [www.britishcouncil.org](http://www.britishcouncil.org)

**20.00: *Goodbye Dinner***

Location TBC

**Saturday 24 September 2011**

**END OF PROGRAMME**

Winners Leave