

Title of Report: Designer Business Support – International Tradeshow Exhibition at Pure London	Officer Presenting: Head of Business Author: Business Officer
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1 Purpose of Report/Recommendations

- 1.1 To seek members' approval to support an International Tradeshow Exhibition at Pure London as part of a collaboration between The Fashion and Textile Design Centre (FTDC) and Invest Northern Ireland (INI).

2 Background

- 2.1 Members will be aware that Derry City and Strabane District Council collaborated with the Fashion and Textile Design Centre (FTDC), Invest Northern Ireland and Fashion Enter London (FEL) to kick start a Designer Business Start Up Programme in 2017. The programme was designed to support 'up and coming' designers, taking them commercially to market through a series of workshops led by industry experts. The programme culminated in an exclusive showcase event at London Fashion Week in February with 10 local designers participating.
- 2.2 Councils Business team seeks to continue this collaborative approach in 2018 by providing 8 local designers with the opportunity to showcase at Pure London in the Olympia, from 10th – 12th February 2019. Pure London is the only show in the UK that hosts the entire fashion supply chain under one roof and is attended by retailers, e-tailers and independent boutiques. Pure London not only offers exhibition space, it hosts educational seminars, trend briefings and live catwalk shows.
- 2.3 The FTDC will be responsible for managing and delivering the new Designer Enterprise Programme, the programme commences on 03rd September and seeks to assist designers to commercialise and bring their products to market through an intensive 9 month programme that includes workshops and one to one mentoring in the following topic areas:
- The creative design process
 - Fabric sourcing and development
 - Technical design, pattern cutting and grading, first samples
 - Finance, business plans, funding and legal
 - Sourcing manufacturers
 - Fabric ordering and garment sealing process
 - Marketing & PR

3 Key Issues

- 3.1 It is clear from Council led programmes such as Fashion Fest and the Designer Business Start Up Programme that Derry and Strabane has both talented and driven designers however route to market, access to finance and production capabilities remain key challenges, the opportunity to attend a major international trade show such as Pure London presents opportunities for local designers to create new contacts, generate sales/ orders and identifying new stockists.

4 Financial, Equality, Legal, HR, Improvement and other Implications

- 4.1 The FTDC will cover all costs associated with management and delivery of the Designer Enterprise Programme.

DCSDC will allocate a maximum budget of £5k to cover the cost of a 15sqm fully fitted shell at Pure London on 10th – 12th February 2019, this can be accommodated through existing Business Development budget lines. This space will accommodate 8 designers. For comparative purposes Northern Ireland's largest trade show, The Balmoral Show costs £291 (ex vat) per square meter, Pure London costs £317 (ex vat) per square meter.

INI has been approached for additional support to assist designers with travel and accommodation expenses.

5 Recommendations

- 5.1 To seek members' approval to allocate £5k for exhibition space at 'Pure London' to accommodate 8 no. designers participating in the Designer Enterprise Programme.