

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

- 1.1 To provide members with an update on The Designer Start Up Programme - International Tradeshow Exhibition at Pure London, February 2019.

2 Background

- 2.1 Members will be aware that Derry City and Strabane District Council collaborated with the Fashion and Textile Design Centre (FTDC) to develop the Designer Business Start Up Programme. The aim of this programme is to support emerging designers, taking them commercially to market by providing the tools and opportunities to grow their business. This included the unique opportunity to attend the UK's largest Fashion Tradeshow Exhibition, Pure London, 10-12 February 2019, presenting local design talent in a global setting.
- 2.2 Eight local designers were selected to travel to London as part of the 'Designer Enterprise Programme to attend 'Pure London' following a special 'Dragons Den Style 'pitching' event in December, including guest judges from Dunnes Stores & McElhinneys, Ballybofey.
- 2.3 As the UK's largest tradeshow Pure London provides an invaluable profile boost to designers to an international audience during one of the most important weeks of the fashion calendar. The tradeshow not only offered exhibition space, but also hosted educational seminars, trend briefings and live catwalk shows.
- 2.4 With a very limited PR budget to profile designers, Councils Press Team managed to secure a substantial amount of coverage and visibility both pre and post tradeshow with an AVE figure of €47.6k.
- 2.5 Mc Elhinneys, Ballybofey – Creative director of the store has requested an Easter pop up shop for all designers who went to London.

- 2.6 Bridie Mullin Irish Linen: has been approached by an agent who represents brands such as Ireland's Eye knitwear. Bridie is currently in communication with 10 boutiques from Sussex /Cotswolds /London & Edinburgh to be stocked in the coming season. She has also been approached by French conscious retailer - Releve Fashion - to be stocked online. A look book shot of one of Bridie's outfits was used to promote Common Objectives (Successful, Sustainable Business) had 2 full pages in the Pure Show Guide, with an estimated readership of 17,000.
- 2.7 Valerie Taylor Hand Woven in Ireland: has 3 strong leads for interested boutiques in the South of England and also from Releve Fashion, a Conscious fashion e-tailer.
- 2.8 Chloe McColgan (In_ChloMo): Orders received from Strabane boutique – Lemonade, the collection will be stocked in store by mid-March. Chloe has also received interest from India/ London and ITVBe – Universal TV and Media.
- 2.9 Shannon McCafferty (Connie): Approached by Student High Street (similar to ASOS marketplace) who would like to stock her collection. Shannon is also in talks with 3 other retailers in UK : RubyLaLa boutique /Ingrid Abdulhak /Pure labels – home of independent brands
- 2.10 Agne Nazebetauskaite (Ona by Agne): 15 contacts made with potential buyers
- 2.11 Domnall Starkie (Heterogeneous): 4 contacts made with London buyers – mainly for kids collection.
- 2.12 Alan Creswell Designs: 4 contacts made with UK buyers and links to manufacturing on a larger scale through the Origins section.
- 2.13 Emma Kirwan (Empire Clothing): Received interest from 3 buyers and has met with manufacturers /textile suppliers and trim suppliers for her leotards and activewear ranges from China
- 2.14 Fashion & Textile Design Centre (FTDC): Fergusons Irish Linen would like to work with the FTDC with regards to sharing resources and FTDC making sales samples for their business.

3 Key Issues

- 3.1 It is clear 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 tradeshow such as Pure London addressed many of these issues and presents opportunities for local designers to create new contacts, generate sales/ orders and identify new stockists, manufacturers and suppliers. DCSDC's Business team will continue to work closely with Invest NI and the FTDC to create pathways to growth for local designers.

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

- 4.1 DCSDC allocated a budget of £5K to cover exhibition costs for Pure London through existing budget lines.

5 Recommendations

- 5.1 Members are asked to note the contents of this report.