



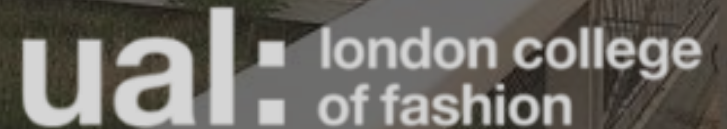
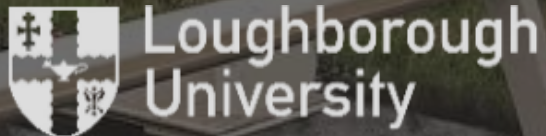
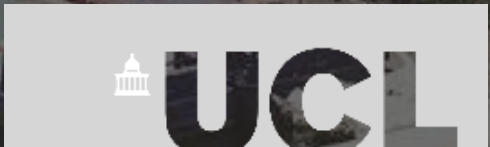
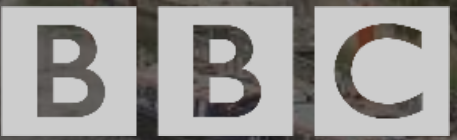
FASHION  
DISTRICT



# EASTBANK



A £1.1BN VISION FOR A POWERHOUSE OF CULTURE, EDUCATION & INNOVATION







LONDON'S ECOSYSTEM

FOR INNOVATION



**£28bn**

The direct value of the UK fashion industry is estimated at £28 billion, twice that of the automotive or chemicals industries.

**£1.4bn**

Fashion contributes over £1.4 billion in GVA to the east London and the Upper Lea Valley economy.

**36,000**

Fashion has created 36,000 jobs in east London and the Upper Lea Valley.

**23%**

East London is home to 23% of the capital's fashion enterprises.

**FASHION: A  
GLOBAL, HIGH-  
GROWTH SECTOR  
WITH LOCAL  
OPPORTUNITIES**





EMERGING FASHION



EMERGING TECH



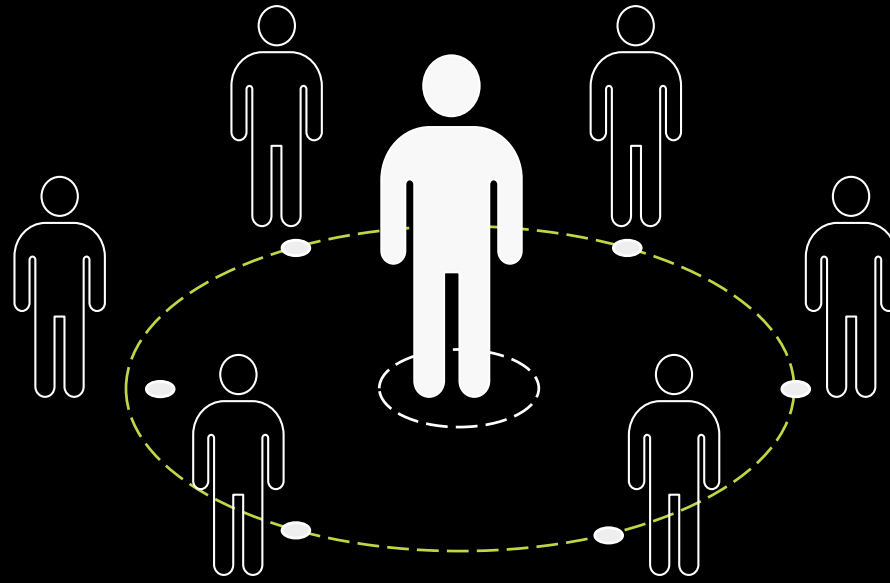
FASHION INNOVATION?



LOCAL  
GOVERNMENT

EDUCATION &  
TRAINING  
PROVIDERS

INVESTMENT &  
BUSINESS SUPPORT  
ENTERPRISES



FASHION & RETAIL TECH  
INDUSTRY, START-UPS  
AND SMES

MANUFACTURERS,  
DESIGNERS & TRADE  
BODIES

PROPERTY DEVELOPERS  
& WORKSPACE PROVIDERS

 Hackney

 TOWER HAMLETS

 HARCA

 lendlease

 UNIBAIL-RODAMCO-WESTFIELD

 ukft  
ukft.org

 Haringey  
LONDON

 Waltham Forest

 THE TRAMPERY

 WORKABLE

 FASHION  
ENTER

BRITISH  
FASHION  
COUNCIL

 Newham London

 QUEEN  
ELIZABETH  
OLYMPIC PARK

 HereEast

 ARBIT  
WE MAKE  
SPACE  
WORK

 NEWHAM  
COLLEGE  
LONDON

 LONDON  
FASHION  
FUND

 ual: london college  
of fashion

SUPPORTED BY  
MAYOR OF LONDON



OUR OBJECTIVES

OUR CORE: INNOVATION

**FASHION CONNECTIONS**

To act as a coordinating hub to create a connected fashion community

**FASHION INNOVATIONS**

To stimulate innovation, exploit technology and support enterprise

**FASHION INVESTMENT**

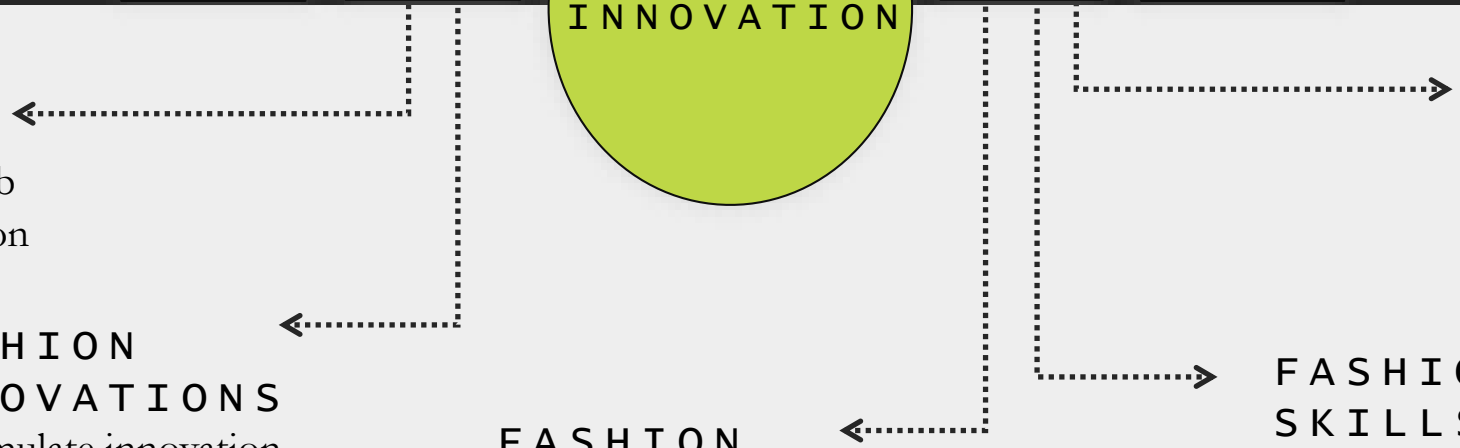
To increase access to finance and investment

**FASHION SKILLS**

To develop fashion skills creating opportunity and a pipeline of talent

**FASHION SPACES**

To increase affordable fashion space available



'MADE IN  
BRITAIN'  
MANUFACTURING

EAST LONDON  
FASHION  
HERITAGE  
REVIVAL

OUR  
AMBITIONS

OUR  
OBJECTIVES

OUR CORE:  
INNOVATION

ECONOMIC AND  
SOCIAL BENEFIT  
TO EAST AND  
NORTH LONDON

A GLOBAL HUB  
OF FASHION  
TECHNOLOGY

FASHION  
INNOVATIONS

To stimulate innovation,  
exploit technology and  
support enterprise

FASHION  
CONNECTIONS

To act as a coordinating hub to  
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SKILLS

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creating opportunity and a  
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WHAT'S NEXT

A LOOK AT SOME OF

OF OUR 2019 PROJECTS...





Retail Futures: Fashion District Innovation Challenge 2019 Launch at Workable Stratford, July 2019.



Fashion District Industry Supper at The Boundary, May 2019.

## CONNECTIONS

OVER

**1,000**

ATTENDEES TO

**11**

FASHION DISTRICT  
EVENTS HELD  
THIS YEAR



## INNOVATION

### 64 APPLICATIONS

*from London start-ups seeking to revolutionise retail as we know it to the Retail Futures: Fashion District Innovation Challenge Prize 2019, sponsored by Unibail-Rodamco-Westfield and Stylus.*

### 9 FINALISTS

*Selected by a panel from Unibail-Rodamco-Westfield, John Lewis, Farfetch, True, and Fashion Innovation Agency to pitch in the finals and receive bespoke business support from industry experts at a "Critical Friends" day.*



**£25,000**

**WORTH OF CASH  
PRIZES AWARDED**

*to Sparkbox (1<sup>st</sup> Prize), GIBBON & Miro Solutions (Joint 2<sup>nd</sup> Prize) at the Fashion District Innovation Awards & Investor Supper as winners of the Retail Futures: Innovation Challenge Prize 2019*



*Retail Futures Winners Sparkbox, GIBBON, and Miro Solutions & Judging Panel from Unibail-Rodamco-Westfield, John Lewis & Partners, Farfetch, True Capital, Fashion Innovation Agency, at the Fashion District Innovation Awards & Investment Supper 2019.*

## INVESTMENT

PROVIDING INVESTMENT OPPORTUNITIES THROUGH LONDON FASHION FUND

PROFILING FASHION & FASHION-TECH SECTOR WITHIN THE WIDER INVESTMENT COMMUNITY

PROVIDE WRAPAROUND BUSINESS SUPPORT FOR GROWING SMES IN FASHION DISTRICT SPACES

A CO-INVESTMENT FUND  
OFFERING £20 - £60k  
CONVERTIBLE LOANS



Public & private sector investment  
Providing brokerage services to secure private equity funding from established network of investors



*Fashion District Innovation Awards & Investment Supper 2019*



3 FASHION START-UPS INVESTED IN BY LONDON FASHION FUND



SPACE



LEYTON GREEN

WALTHAM FOREST'S

FIRST FASHION

WORKSPACE,

OFFERING 13

AFFORDABLE STUDIOS

FROM £200 A MONTH





# POPLAR WORKS

A CO-LOCATION  
OF WORKSPACE,  
MANUFACTURING,  
& EDUCATION FOR  
EARLY STAGE  
BUSINESSES

Launches Feb & March 2020





THE  
TRAMPERY

FISH ISLAND VILLAGE

EUROPE'S

LARGEST

CAMPUS FOR

SUSTAINABLE

FASHION AND

INNOVATION

LAUNCHES OCT 2020







FASHIONCAPITAL :  
TAILORING ACADEMY



TRAINING  
THE NEXT  
GENERATION  
OF TAILORS



## SKILLS

### COMMUNICATING FASHION CAREERS

STORE OF THE FUTURE: SCHOOLS  
INNOVATION CHALLENGE PRIZE 2019



### DEVELOPING TALENT PIPELINES

STEP INTO FASHION:  
SHARED INTERNSHIP  
PROGRAMME, WITH  
LONDON LEGACY  
DEVELOPMENT  
CORPORATION



### ENTERPRISE & BUSINESS SUPPORT

14 BRANDS SUPPORTED  
THROUGH THE SUSTAINABLE  
FASHION ACCELERATOR AT  
THE TRAMPERY FISH  
ISLAND VILLAGE



PLAY

A

PART.

THERE ARE A  
NUMBER OF WAYS  
YOU CAN GET  
INVOLVED AND  
SUPPORT THE  
FASHION DISTRICT

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GET IN TOUCH:

Helen Lax, Director

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Alana Kennedy, Co-ordinator

[alana.kennedy@fashion-district.co.uk](mailto:alana.kennedy@fashion-district.co.uk)

General Enquiries: [info@fashion-district.co.uk](mailto:info@fashion-district.co.uk)



WORK WITH US

EDUCATION, TRAINING & BUSINESS SUPPORT PROVIDERS

Help us build a pipeline of talent to support the growth of the east London fashion industry. Promote skills development in schools and industry, and promote your services through our networks.

FASHION & TECH BRANDS AND RETAILERS

Maximise our diverse network by collaborating with us on events and projects, sponsoring innovation challenges, becoming a speaker on a panel or hosting an event – email us if you have an idea!

PUBLIC SECTORS & LOCAL AUTHORITIES

Find out more about how the fashion industry can support regeneration, economic growth and social transformation in east London. Speak to us if you would like to get more involved.

PROPERTY DEVELOPERS & WORKSPACE PROVIDERS

Work with us to develop fit-for-purpose fashion studios, manufacturing ateliers, co-working and retail spaces in east London. Promote them through our networks using our mailing lists or hosting one of our events.

INVESTORS & FUNDERS

Gain access to a pool of emerging talent in the fashion and technology sectors and invest via the London Fashion Fund. You can also support the work of the Fashion District or one its work streams through sponsorship and in-kind contributions.

FASHION & TECH START-UPS, DESIGNERS & SMES

Stay up to date on opportunities for business support, funding, studio space, skills development, or networking and events by signing up to our mailing list or emailing us if you have a specific query.



FASHION  
DISTRICT



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