

# FASHION, FAME & FORTUNE



EBC recognises the need to engage creativity through a variety of programmes, with the aim of linking these programmes to specific career areas. One such programme is Fashion, Fame and Fortune, which aims to develop these links through a focus on the fashion industry whilst encouraging creativity, free thought and enterprise whilst utilising and developing the key employability skills.

Fashion Fame and Fortune is an adventurous programme that sees young people working with fashion design companies from the North East, designing their own style of fashion, creating their own fashion and marketing and promoting their own fashion. It aims to encourage young people who have an interest in fashion to tap into the business insight existing in the North East, whilst keeping an eye on the national and global market.

A Key Stage 3 or 4 programme, Fashion, Fame and Fortune can be delivered to:

- Specific year groups of a single school.
- Selected young people from schools who have an interest in business.
- Selected young people from schools interested in design (specifically fashion).
- Mixed schools including Special Schools.

Business supporters are recruited to support activities that challenge and stimulate young people whilst reinforcing employability skills and developing entrepreneurship. Both further and higher education providers offering post-16 education options in the fashion and business industry are also involved in the programme.

Supported by EBC staff, businesses involved within the fashion industry provide their services in a 'mentoring' role. Young people involved with the programme will be given the 3 main areas to work under:

- Fashion - designing and making their own style of clothing/accessories.
- Fame - marketing and promoting their 'brand' through a fashion show.
- Fortune - looking at the profitable side of the fashion industry.

Fashion, Fame and Fortune can be delivered through a mixed range of activities and in a variety of settings, over a period of several weeks. Workshops see recruited business supporters working with young people in a classroom setting to support their 'product development' stages with the programme culminating in a grand fashion show and awards ceremony in a large scale venue, when all schools involved will come together to 'show their wares'.

The overall aim is to create a fashion business in an imaginative sense through designing and making clothing or accessories and then marketing and promoting the range of clothing or accessories designed via a fashion show. This will be done by a range of activities from:

- Providing a comprehensive programme brief.
- Holding seminars from businesses involved within the fashion industry.
- Designing a clothing or accessory range.
- Designing marketing tools to promote their product.
- Virtually plan a fashion show (going through the whole event management process).
- Actually launching their creations through a fashion show.
- Evaluating their progress as a business and as an individual.
- A prize giving ceremony for the most creative designs.

Education Business Connection provides:

- Recruitment of businesses to act as business mentors to support pupils taking part in the programme.
- Linking up school requirements with the skills and business/career experiences of business supporters.
- Integration of key employability skills and enterprise education across all activities.
- Hands on opportunities to develop both key skills and the 12 employability skills.
- Full event organisation, including arrangements for venues, transport, and all related housekeeping aspects.
- Full post-event evaluation.

**'BUILDING CONFIDENCE IN YOUNG PEOPLE THROUGH A CREATIVE APPROACH TO CURRICULUM NEEDS AND BUSINESS PARTNERSHIPS'**