

Fashion Fiesta CIC

The Collective event report

March 2024



Where style meets community



Executive Summary

The Fashion Fiesta Collective recently hosted its latest fashion show, featuring 12 fashion designers and attracting 45 models from diverse locations, including Nottingham. Despite challenges in engaging makeup artists, the event saw enthusiastic participation from 9 volunteers. Collaborations with Leeds Beckett University and the University of Huddersfield Enterprise Centre underscored the organisation's commitment to fostering talent. While facing hurdles in securing private sponsorship, the show received support from local retailers and charities. The event marked the culmination of programs such as the Innovative Entrepreneurship Programme - WYCA and Sustain 2.0 with PWC initiatives, with a final event scheduled for May 20th, 2024. Plans are underway for future shows, including initiatives to address funding gaps and enhance governance, supported by a dedicated board of directors and a diverse steering committee. Fashion Fiesta Collective remains steadfast in its mission to empower emerging talent while promoting inclusivity and accessibility in the fashion industry.



Executive Summary

Goals and KPIs

- **Increase community engagement** and achieve a 20% increase in event attendance compared to the previous year, as measured by ticket sales and participant feedback surveys.
- **Enhance sustainability integration** and reduce carbon footprint by 15% by adopting sustainable practices such as sourcing eco-friendly materials, minimising waste, and implementing energy-efficient measures.
- **Boost brand visibility** and grow social media following by 25% across all platforms, including Facebook, Instagram, Twitter, and LinkedIn, through targeted marketing campaigns and engaging content strategies.

Key takeaways

- The event **celebrates diversity** by showcasing a variety of fashion styles, designers, and cultural influences, reflecting the vibrant and multicultural community it serves.
- **Committed to sustainability**, Fashion Fiesta Collective prioritises sustainability by promoting eco-friendly practices, such as using recycled materials, minimising waste, and supporting ethical fashion brands. This demonstrates a dedication to environmental responsibility.
- **Empowerment through fashion**, through its inclusive platform, Fashion Fiesta Collective empowers designers, models, and attendees alike to express their individuality, creativity, and personal style, fostering a sense of empowerment and self-confidence within the fashion community.

Next steps

- **Event evaluation:** Conduct a thorough evaluation of the recent Fashion Fiesta Collective event, analysing attendee feedback, financial performance, and overall success metrics to identify areas for improvement and inform future planning.
- **Planning for future events** begin planning for an autumn event in Leeds, considering potential themes, venues, partners, and marketing strategies to ensure continued growth and success.
- **Community engagement:** We will continue engaging with the local community and key stakeholders, including fashion designers, sponsors, volunteers, and attendees, to foster ongoing support, collaboration, and participation in upcoming events.

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Updates & Progress

Updates

- Fashion Fiesta CIC has partnered with Community Learning Partnership for a smaller community show on Friday, May 10th, at Left Bank, Leeds. Fashion Fiesta CIC is solely responsible for show production.
- The Innovative Entrepreneurship programme, part of West Yorkshire Combined Authority, has commenced and spanned nine months.
- The Sustain 2.0 programme with The Impact Hub Bradford and PWC has concluded, culminating in the final event scheduled for Monday, May 20th, 2024.
- Plans are underway to organise the autumn show, complete with a judging panel.
- An increase in volunteers has been observed, contributing to the organisation and marketing efforts for the show.
- Give Bradford, Leeds Community Foundation, and BD25 declined funding applications for the modeling workshop, which aims to provide fully funded places for socially disadvantaged communities. However, plans are underway to run the workshops commercially while exploring alternative funding avenues.

Progress

- The board of directors has been solidified with three new members volunteering to join the team.
- A diverse steering board comprised of 10 volunteers with varied backgrounds has been assembled. The board convenes quarterly for collaborative discussions.
- Ticket prices remain affordable to ensure accessibility across all demographics, with complimentary tickets available for fashion students at universities or further education colleges.
- One of the board members has assumed responsibility for the organisation's governance.
- Future shows with charities that are looking for partnerships will include an event management fee to raise funds for our own workshops and start raising revenue.



Fashion Fiesta Collective Budget

| | Gross | Fees (out) | Nett | Out | Notes |
|---------------------------|----------|------------|----------|---------|------------------------------------|
| Public funding | £0.00 | | | | |
| Private sponsorship | £0.00 | | | | |
| Donation (DJ) | £150.00 | | | | Paid direct by Mayoress |
| Donation (deposit venue) | £200.00 | | | | |
| Ticket sales (Eventbrite) | £2209.05 | £249.05 | £1960.00 | | Merchant services fees |
| Ticket sale (cash) | £20.00 | | £20.00 | | Paid to Clarke Foley Centre direct |
| Square (raffle prizes) | £480.00 | £8.48 | £471.52 | | Merchant services fees |
| Raffle (cash) | £641.00 | | £641.00 | | |
| King's Hall Venue Hire | | | | £947.89 | |
| Marketing/Advertising | | | | £600.00 | |
| | | | | | |



Analysis of costs and revenue generated for The Fashion Fiesta Collective, Ilkley.

The total gross revenue for the event amounted to £3,700.05, with £257.53 in fees deducted, resulting in a nett revenue of £3,442.52. We received donations totalling £350.00, with £150.00 contributed by a DJ (paid directly) and £200.00 as a deposit for the venue. Ticket sales through Eventbrite generated £2,209.05, while cash sales added £20.00 (collected by Clarke Foley Centre). Digital transactions for raffle prizes yielded £480.00, and £641.00 was collected in cash for the raffle. Venue hire at the King's Hall incurred expenses of £947.89, and £600.00 was allocated for marketing and advertising purposes. This breakdown provides a clear overview of our revenue sources and expenditures for the event.



Operating costs - budget £0.00

| Operating costs | In | Out |
|--------------------------------|----------|---------|
| Ticket sales (nett) | £1960.00 | |
| Venue Hire | | £947.89 |
| Marketing + Advertising | | £600.00 |
| Total | | £412.11 |

- Ticket sales (Nett): The total revenue generated after deducting fees amounts to £1,960.00.
- Venue hire: Expenses incurred for venue hire totalled £947.89.
- Marketing + Advertising: Expenditure allocated for marketing and advertising activities amounted to £600.00.

Overall, the total operating costs for the fashion show amounted to £1,547.89, leaving a surplus of £412.11 from ticket sales. This breakdown highlights the distribution of expenses incurred in organising the event and demonstrates the financial management of operating costs.



Funding for each organisation

| Organisations | |
|---------------------|---------|
| Clarke Foley Centre | £566.26 |
| Fashion Fiesta CIC | £412.11 |
| Improving Ilkley | £566.26 |

- Clarke Foley Centre: Received funding totalling £576.26, contributing to supporting the centre's activities and initiatives.
- Fashion Fiesta CIC: Utilised £412.11 of the funds for operating costs related to organising the fashion show, indicating prudent financial management.
- Improving Ilkley: Received funding amounting to £556.26, contributing to support community improvement projects and initiatives in Ilkley.

This breakdown illustrates funding distribution among the respective organisations, reflecting their contributions and support towards the event and community development initiatives.



PR impact

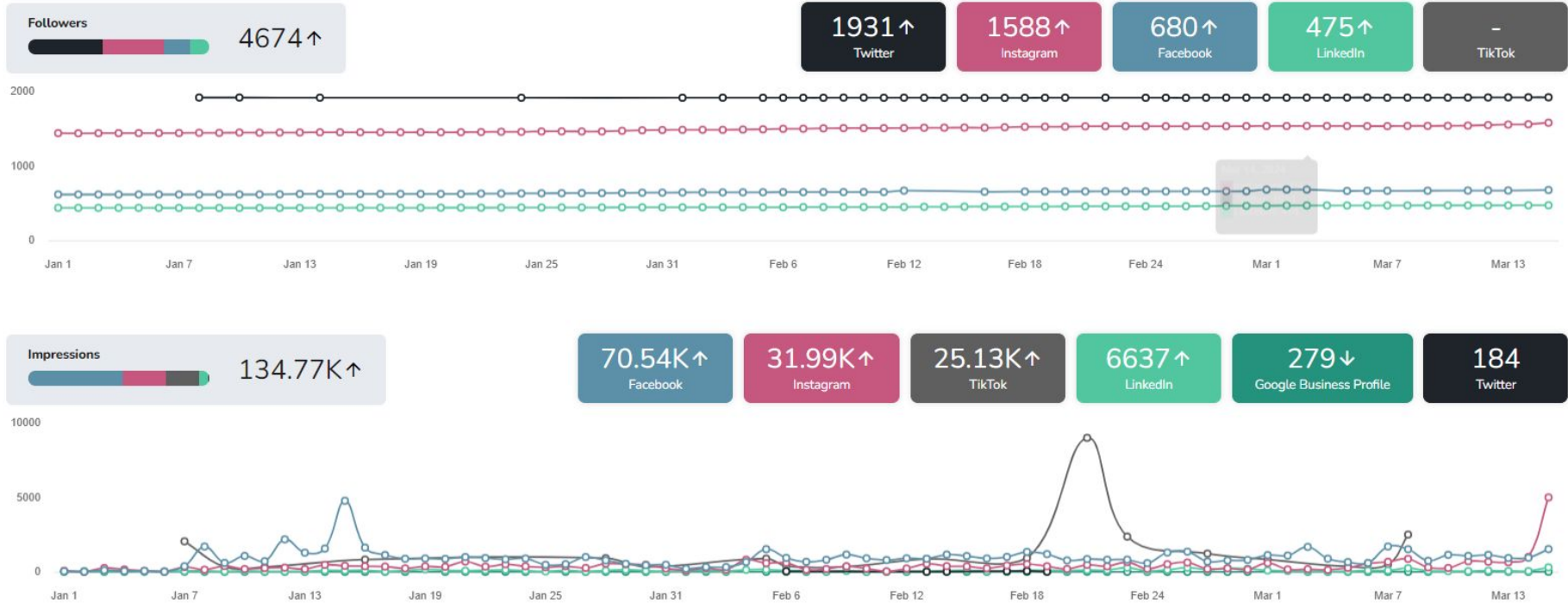
The Fashion Fiesta CIC successfully hosted its latest event, Fashion Fiesta Collective, in partnership with Mayoress Consort, Ilkley. The show featured diverse designers, including emerging talents and established names, showcasing their collections to a captivated audience. Strategic PR efforts generated buzz across various media channels and strong community engagement, attracting attendees from near and far. Through collaborative efforts and a commitment to sustainability, Fashion Fiesta CIC continues to make a meaningful impact in the fashion industry and beyond.

- 01 | BBC Radio Leeds - Mayoress Consort interview by Becky Measures
- 02 | Ilkley Gazette - press release online
- 03 | Ilkley Chat - press release
- 04 | Bradfordian - press release
- 05 | Wharfedale Mumbler - press release
- 06 | Rombalds Radio - press release



Online marketing analysis

The online marketing analysis for Fashion Fiesta CIC illustrates substantial growth across multiple social media platforms. Impressions have skyrocketed, with a remarkable 190.66% increase, reaching 134.77K. Post interactions have surged by 82.44%, totalling 6,192 engagements, indicating heightened audience engagement.

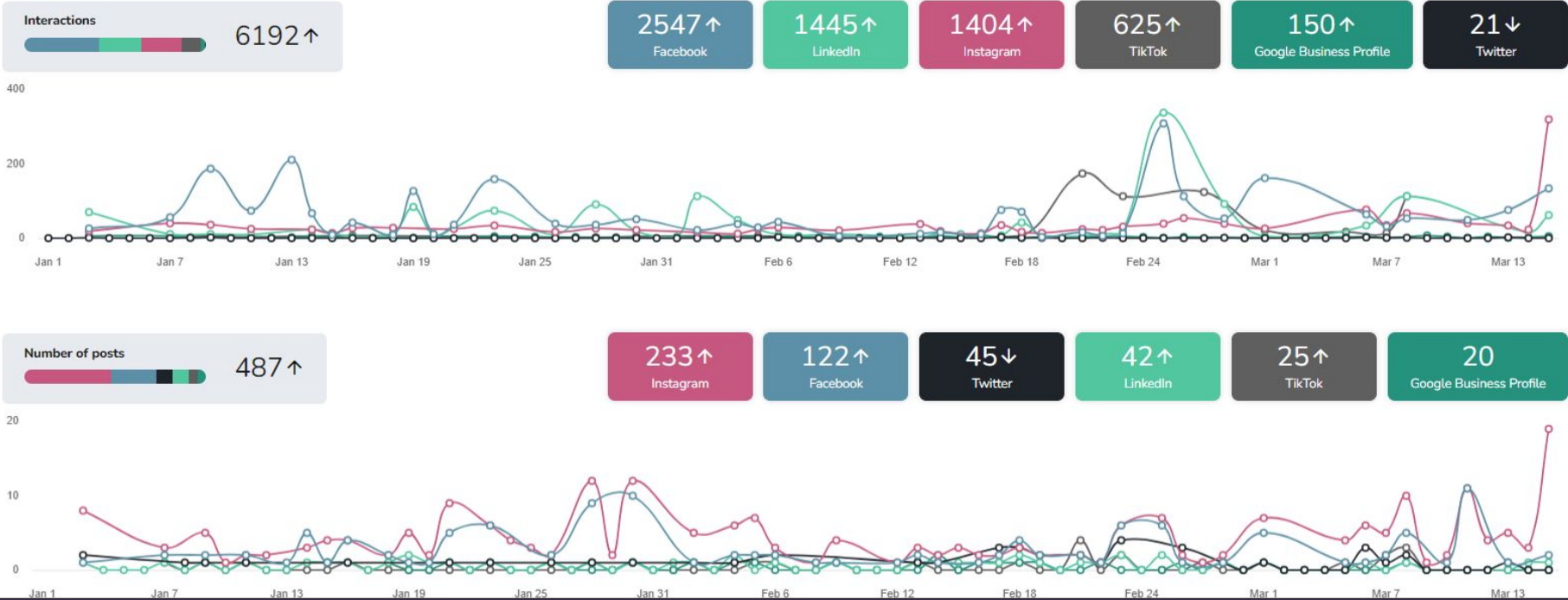


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Online marketing analysis

Notably, the brand has experienced significant growth in followers, with a 5.37% increase, reaching a commendable 4,674. However, there's potential for further optimisation, particularly regarding post frequency on platforms like LinkedIn and TikTok. These metrics underscore Fashion Fiesta CIC's effective digital marketing strategies, reflecting a positive trajectory in online presence and audience engagement.



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Community Engagement

Fashion Fiesta CIC had the honour of being approached by the Mayoress Consort of Ilkley Town Council to organise a fashion show to give back to the Ilkley community. While it was heartening to receive this invitation, we faced challenges along the way. Despite being a community event, support from Ilkley BID/Discover Ilkley was limited to social media shares, and unfortunately, no representatives attended the show. Although we diligently applied for public funding, our efforts needed to meet specific criteria, as our project was considered fundraising for others. We also encountered accessibility issues with the processes at Ilkley Town Council, which could benefit from being more neurodivergent-friendly. Despite these hurdles, we assure you of our unwavering commitment to the community and our mission of supporting it through fashion. We are grateful for the support of the Mayoress Consort and one local town council member who participated as a model.

Regarding private sponsorship, we did not secure any for the Ilkley show. This may have been due to the size of the event not aligning with some businesses' CSR policies or other factors we are currently investigating. Additionally, while three major high street retailers and one indie shop exhibited at the event and donated raffle prizes, they did not contribute to sponsorship or pay an entry fee. The response from local retailers needed to be more consistent, with some hesitating to participate due to concerns about competition rather than seeing the potential for collaboration.

Regarding the charities involved, while there was minimal support in terms of advertising, we sincerely appreciate the trustees who bought tickets and encouraged their networks to attend. Their support was invaluable. However, greater collaboration in promoting the event to their followers could have resulted in more substantial funding. Despite these challenges, we remain committed to supporting the community through fashion and look forward to addressing these issues in future events.

We managed to engage the local secondary school Ilkley Grammar School via our contacts on the #WECAN programme (Leeds Beckett University), which was able to get us in front of the Textile Department and exhibited an A-Level Year 12 collection, students were offered free tickets to attend, and the Head of Sixth form also managed to share some information about the show some of the year 13 students modelled.



Volunteer Engagement

Fashion Designers:

Our collaboration with the University of Huddersfield Enterprise Centre sparked significant engagement among fashion designers, resulting in 12 participants for the show. Notably, some designers returned from our previous event in the Autumn, including our top-ranking designer and runner-up.

Models:

A remarkable turnout of 45 models applied to grace the runway, with some travelling from Nottingham to participate. Although we experienced a slight attrition rate of approximately 10%, the remaining models have shown strong commitment and enthusiasm, and many have expressed interest in joining our upcoming smaller show on Friday, May 10th.

Makeup Artists:

Securing volunteer makeup artists proved challenging, with only nine volunteers recruited. Addressing this issue to provide greater exposure and incentives for these essential backstage contributors is imperative. Exploring avenues such as MUA competitions, particularly with our expanded model community, could enhance engagement in the future.

Academic Collaboration:

Our partnership with Leeds Beckett University yielded valuable contributions from undergraduate and postgraduate students. Ten undergraduate students from the School of Cultural Studies and Humanities undertook a 12-week project to design a campaign, supported by three MA students from the Media and Cultures program. Additionally, two University of Leeds undergraduate students specialising in Fashion Marketing have volunteered to support our marketing efforts.

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Volunteer Engagement

Backstage Team:

Led by our newly appointed Director, Frances Dixon, the backstage team plays a vital role in executing operations behind the scenes. With Frances at the helm, we currently have five dedicated volunteers focusing on pre-organising backstage activities, particularly with an emphasis on supporting the models.

Events Team:

Under the leadership of Rachel Hatfield, our events team is undergoing a rebuilding phase. Rachel, serving as the lead event director, oversees coordination efforts. Despite a recent volunteer stepping down, the team, led by Chris Morris during the event, comprised seven volunteers who provided crucial support for front-of-house operations.

Marketing:

The marketing team, currently led by Rachel Hatfield, is also in the process of rebuilding. Following the incorporation into a CIC, we experienced several volunteer departures, but efforts are underway to establish a new team. We have one volunteer focusing on PR and case studies, and plans are in place to expand the team further.

Board of Directors:

Our board of directors, Rachel Hatfield, Frances Dixon, Chris Morris, Stuart Hyde and Seonaidh Jamieson, continue to steer the organisation's strategic direction and decision-making processes.

Steering Board:

Our steering board, comprised of 9 volunteers with diverse strengths, convenes quarterly to provide valuable insights and guidance. The most recent board meeting occurred in March; the next is scheduled for June 20th, 2024.

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Impact of The Fashion Fiesta Collective

162 GUESTS



13 FASHION DESIGNERS



4 ILKLEY
RETAILERS



40 MODELS



9 MAKE UP ARTIST



17 EVENT VOLUNTEERS



5 CREATIVES



15 STUDENTS ON
PLACEMENT



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Volunteer hours



Marketing

125 hours



Event planning

120 hours



Event operations

85 hours



Backstage

330 hours

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L' Atelier Couture Ltd

Thank you so much for having me the experience was fabulous! I met some amazingly talented people designers, models and M. U. A. s.

It was brilliant!! A great opportunity! Thanks again everyone that walked for me ❤️❤️
❤️❤️❤️ Corrinne Valente xx

5 w Like Reply



Isabelle Randall

Thank you so much for having me too Rachel Roselyn Hatfield!

What a fantastic evening showcasing some great talent.

Thank you to my amazing models for bringing my Tweeds to life 🥰

Backstage was hot and crazy but who would have it any other way 🥰

Super excited to see the photos when they are available!!



5 w Like Reply

Hiya Fran, just wanted to say thank you for opening so many new doors for me and the opportunities i've been given. So so blessed to be doing your runways💖 x

bestswayze @fashionfiestacic you was a BALL💖🌟
I'd like to say a massive Thankyou to @frandixonmodelling & @rachelroselyn for putting on this amazing fashion show.
A huge Thankyou to @meg.j.gardner.design & @latelieruk for letting me model their peices on the runway 🥰
A huge shoutout to the photographers who captured these pics (Adrian Wilson @ade_mcfade) (Green Vision Photography @greenvisionphotography.jg) (Maverick Fashion Artist @maverick_fashion_artist)

So excited for the next runway, being able to model people's new showcases has always been a dream of mine 💖🌟

Until next time...



Lilinka Kvyatkovskaya

It goes without saying that everything you do Fashion Fiesta is with style and it is a 1st class! Thank you very much for having me again as a model! I enjoyed each single minute! Really appreciate the live session in instagram because usually as a models we can't see the show, also I sent the live link to my friends and relatives so more people could see and aware about this amazing fashion show! And of course thanks to all designers for providing such an incredible, unique and creative outfits for the models!



andrealdesign.co.uk

Thanks Rachel this wonderful event. Your hard work and dedication truly made the event a success.❤️

4 w Like Reply



Thankyou again to
@fashionfiestacic for choosing
me to model and a massive
Thankyou to @frandixonmodelling
for just making everyone
backstage feel so gorgeous 🎀🌟

Aaliya Khan 🖐️

Thankyou to Rachel and Frances for
this wonderful opportunity loved it
❤️ Thankyou to all the girls that
walked for us lovely meeting
everyone xx

8 m Care Reply



confidenceincolour What a night 🥰🌟🌟, absolutely brilliant fun. Everyone was so warm and friendly and the Fashion Fiesta team worked so hard and created a wonderful night 🥰🥰🥰💖💖💖

sminkmakeupuk @fashionfiestacic
@floritagud @thisisilkley

Backstage at the gloriously fun fashion show created
by @rachelroselyn @shoosocial
@frandixonmodelling
All for charity raising funds for @improvingilkley and

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Recommendations & next steps

Enhance Volunteer Engagement Strategies:

- Fashion Fiesta CIC should focus on implementing targeted strategies to enhance volunteer engagement across all roles, particularly in areas such as makeup artistry, where recruitment has been challenging. Offering incentives, providing more exposure, and exploring collaborative opportunities with educational institutions can attract and retain volunteers.

Strengthen Marketing Efforts:

- Given the recent turnover in the marketing team, Fashion Fiesta CIC should prioritise rebuilding and strengthening its marketing efforts. This may involve recruiting new volunteers with diverse skill sets, fostering partnerships with local media outlets and influencers, and leveraging social media platforms more effectively to expand reach and engagement.

Foster Sustainable Partnerships:

- Building sustainable partnerships with local businesses, educational institutions, and community organisations can significantly benefit Fashion Fiesta CIC. By nurturing these relationships, the organisation can access additional resources, funding opportunities, and expertise while broadening its community impact and visibility. Additionally, establishing clear communication channels and mutually beneficial arrangements will ensure the longevity and success of these partnerships.

Volunteer Recruitment and Training:

Prioritise recruiting volunteers across all roles, including backstage, events, marketing, and makeup artistry. Provide comprehensive training and support to ensure volunteers have the necessary skills and knowledge to fulfil their roles effectively.

Strengthen Marketing and Promotion:

Rebuild the marketing team and develop a robust marketing strategy to increase visibility and engagement. This may involve leveraging social media platforms, collaborating with local media outlets, and exploring creative promotional initiatives to attract participants and attendees.

Collaboration and Partnership Building:

Foster sustainable partnerships with local businesses, educational institutions, and community organisations to expand resources, funding opportunities, and community impact. Strengthening these relationships will facilitate collaboration on future events and initiatives, driving mutual benefit and shared success.

Event Planning and Execution:

Plan and execute upcoming events, such as Fashion Fiesta Identity, with meticulous attention to detail and coordination. Ensure smooth operations, effective communication, and an engaging experience for participants and attendees while adhering to relevant regulations and guidelines.

Evaluation and Continuous Improvement:

Conduct post-event evaluations to assess outcomes, gather feedback, and identify areas for improvement. Utilise this feedback to refine strategies, enhance volunteer engagement, streamline operations, and optimise future events for tremendous success.



Thank you.

