



# FASHIONFIESTA

CIC

RACHEL HATFIELD

**68%**

**Models suffer with mental health,** Psychology Today, 2018



**CONTRIBUTION ARTS AND CULTURE TO SOCIETY AND ECONOMY**

£126bn in gross value added to the economy and employed 2.4 million people in 2022, House of Lords Library [[Accessed June 2024](#)].

**INTRODUCTION & OVERVIEW**



We are a dynamic collective of **fashion professionals, hobbyists and creatives;** we empower aspiring designers, models, make-up artists, and creatives by providing a **supportive, inclusive environment** for showcasing talent and developing industry skills, **championing creativity, diversity, and sustainability.**



## CREATIVE AND CULTURAL SECTOR - ECONOMIC IMPACT

53 % of creative industries jobs and 44 % of firms are found in just five cities (*Mateos-Garcia, Klinger, and Stathoulopoulos 2018, cited Gutierrez-Posada et al., 2022* )

## URBAN ECONOMIC DEVELOPMENT

Creative work is seen as highly skilled, often high value added, and with spillover effects on the wider area (*Florida 2005; Boschma and Fritsch 2009; Marrocu and Paci 2012, cited Gutierrez-Posada et al., 2022* )

## CONTRIBUTION ARTS AND CULTURE TO SOCIETY AND ECONOMY

£126bn in gross value added to the economy and employed 2.4 million people in 2022

# CREATIVE SECTOR - ECONOMIC IMPACT (UK ONLY)

## Additional supporting facts



### **MENTAL HEALTH 3X MORE LIKELY IN CREATIVE SECTOR.**

The study found that the most commonly diagnosed disorders were anxiety (36%) and depression (32%) while 60% of participants reported having had suicidal thoughts. (O'Neill, 2018)



### **VICTORIA TISCHLER, 2021**

Studies show that people in the fashion industry are 25% more likely to experience mental illness. With suicide rates amongst fashion students on the rise. Careers in fashion are fast-paced, demanding and competitive. Facing constant judgement and comparison with the whole world watching you.

## **Additional supporting facts**

"Many aspiring models enter the industry with high hopes and dreams of success. However, due to inadequate regulation and support, they often find themselves vulnerable to exploitation. Without proper guidance and protection, these individuals risk being groomed into engagements they did not anticipate, including types of modeling that involve nudity or pornography against their initial intent. This not only compromises their career aspirations but also their personal safety and well-being."





**BE A LADY THEY SAID**

CYNTIA NIXON



## THE PROBLEM

We help underrepresented aspiring creatives from diverse backgrounds to achieve their full potential in the fashion industry without facing exclusion or limited opportunities by providing tailored coaching and mentorship programs, inclusive fashion events, and a sustainable knowledge-sharing platform and community.



# VISION & MISSION

As a **dynamic collective** of fashion professionals and enthusiasts, we are committed to **empowering aspiring designers, models, make-up artists and creatives.**

We **passionately cultivate** a supportive and inclusive environment where individuals can **showcase their talents, develop their skills, and gain valuable industry experience.** Through **collaborative projects, community events, and sustainable practices,** we **enable creativity and innovation.**

In order to serve **emerging designers, models, makeup artists, and other creative professionals,** we provide opportunities and resources to thrive and succeed.

Because we **believe in the transformative power of fashion to boost confidence, celebrate diversity, and promote sustainability,** we aim to create a world where **everyone has the chance to shine and express their unique identity.**

What the world needs is **a community that champions creativity, inclusivity, and sustainable fashion practices.**







# Fashion Fiesta Community Interest Company is not for profit.

Fashion Fiesta CIC is a social enterprise that empowers emerging fashion talent by providing a sustainable platform for showcasing creativity, creating community, and promoting responsible consumption.

- Profit will be reinvested to provide fully funded projects to socially disadvantaged communities.
- To inspire more talent to have a creative career.



**BUSINESS MODEL**

**WHAT BUSINESS MODEL ARE YOU USING?**

# SOCIAL IMPACT SO FAR...

EMPOWERING OVER 50  
ASPIRING FASHION  
ENTREPRENEURS

SHOWCASING THE WORK  
OF AT LEAST 20 LOCAL  
DESIGNERS

ENGAGING 500+  
ATTENDEES

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

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

# IMPACT SINCE FASHION FIESTA BEGAN...

£22350  
RAISED

84  
DESIGNERS

178  
MODELS

31 MAKEUP  
ARTISTS

61  
VOLUNTEERS

849228+  
IMPRESSIONS



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

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 🍌🍌🍌💜💜💜

# REVENUE GENERATION



## TICKETS SALES

Revenue generated from fashion shows

## SPONSORSHIP

Partnerships with businesses for CSR sponsorship or private investment.

## SUSTAINABLE MARKETPLACE

Commission from sales of eco-friendly (fashion designer)/up-cycled fashion items.

## WORKSHOP FEES

Charges for community workshop participation.

## MERCHANDISE SALES

Sales of branded merchandise.

## NETWORKING - COMMUNITY HUB

Subscription models - hybrid model.

## EVENT PRODUCTION

Charging for event management.

## FUNDING

The National Lottery, Leeds Community Fund, Fashion Trust (Arts Council England, Creative Bursary 2024, Esmée Fairbairn Foundation, ABCD Foundation (Wharfedale area).

## TEXTILE FESTIVAL

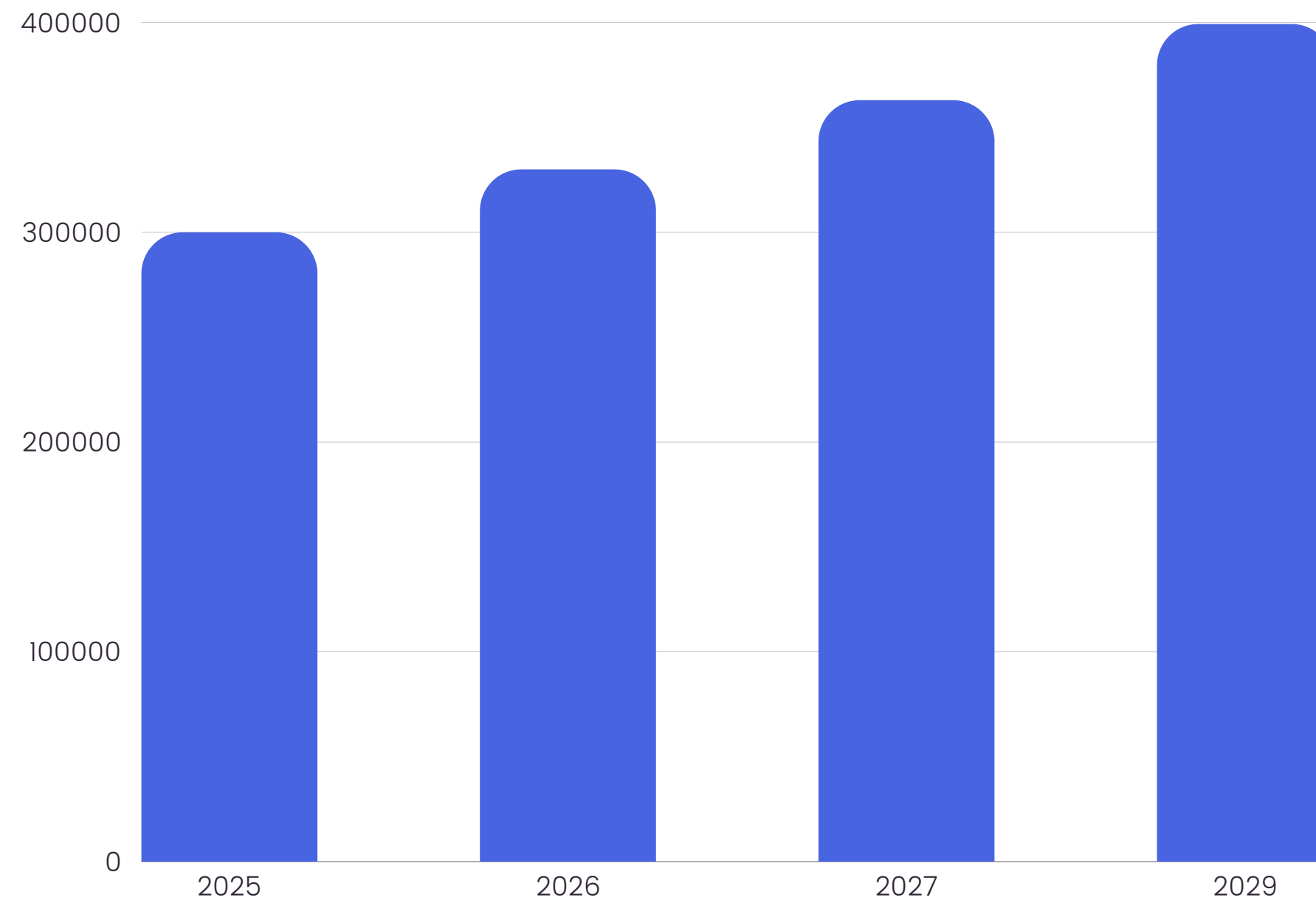
Heritage Lottery Funding.



# FASHION FIESTA IS A COMMUNITY INTEREST COMPANY IS NOT FOR PROFIT.



# FINANCIAL PROJECTIONS & KEY METRICS



## Financial projections

- Revenue Growth: Starting with £300,000 in sales in the first year, aim for a 10% year-on-year growth for the subsequent years.
- Year 1: £300,000
- Year 2: £330,000 (10% increase)
- Year 3: £363,000 (10% increase)
- Year 4: £399,300 (10% increase)

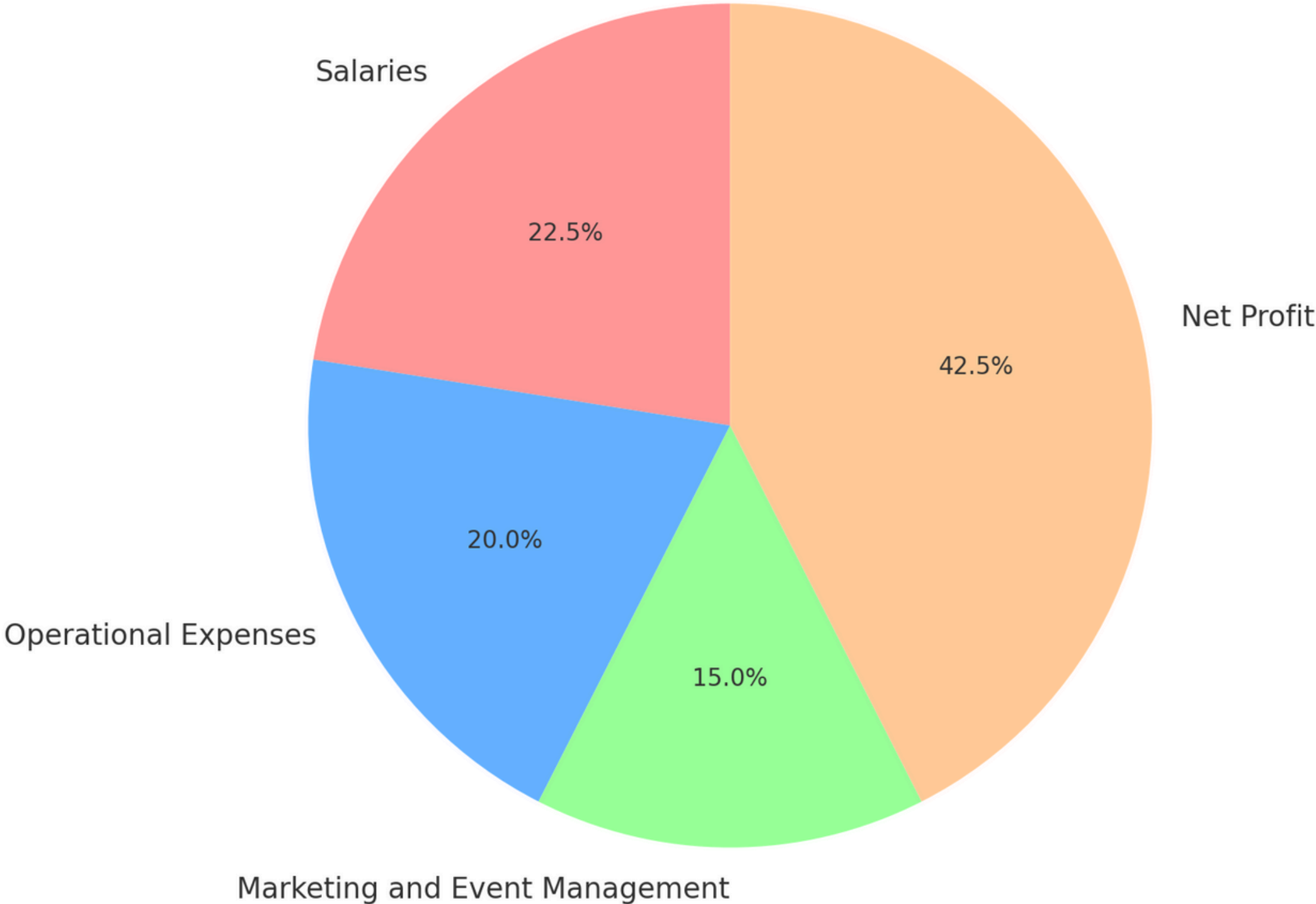
## Funding goals

- Grants and Commercial Sponsorship: £115,000 to kickstart operations and fund key roles.

## Expenditure forecast

- Include projected salary costs:
  - Part-time CEO: £30,000
  - Full-time Community and Fundraising Manager: £35,000 - £40,000

# Financial Forecast Breakdown for Fashion Fiesta CIC



## Total Expenditures

- Salaries: £67,500
- Operational Expenses: £60,000
- Marketing and Event Management: £45,000
- Total: £172,500

## Net Profit Calculation

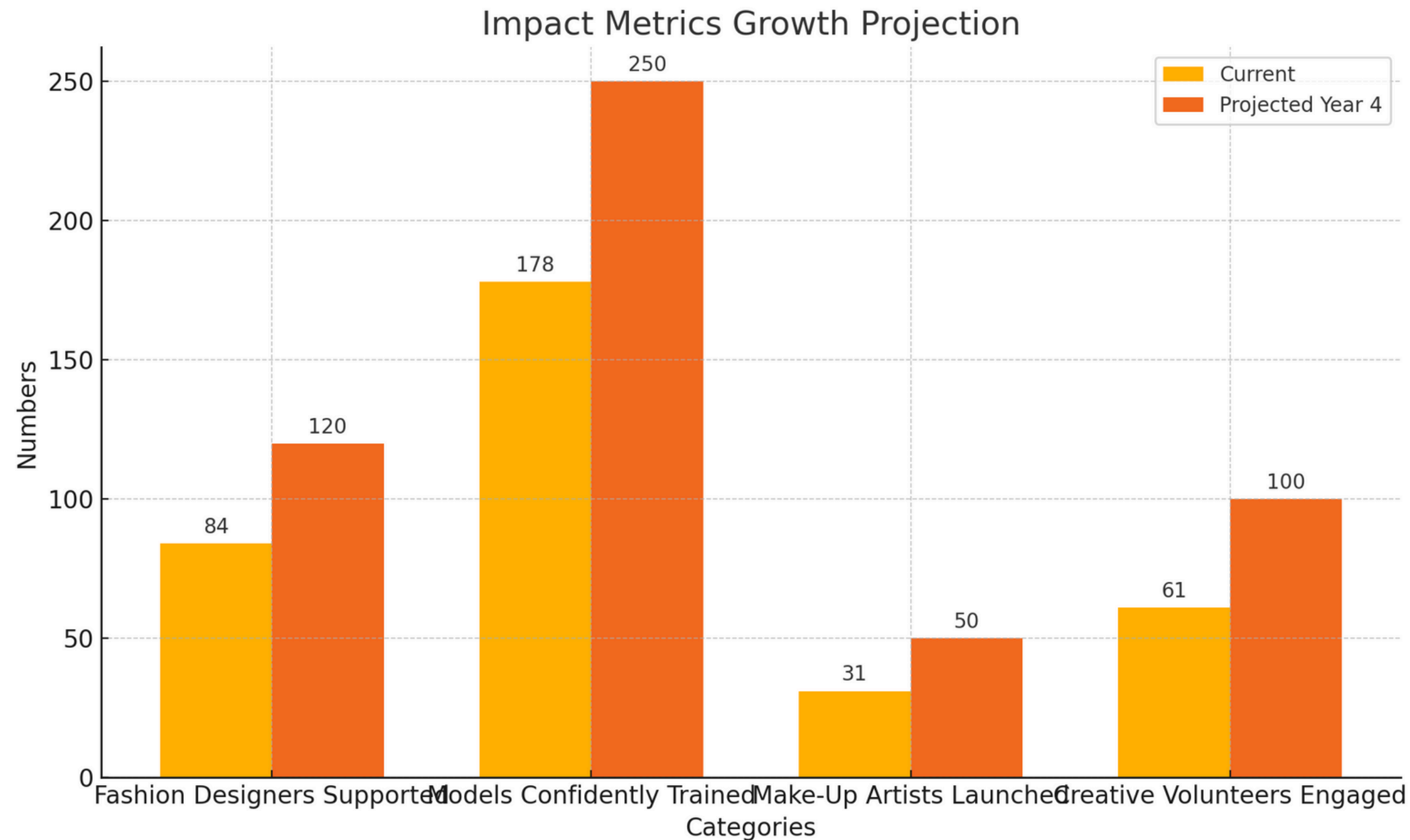
Revenue - Total Expenditures =  
£300,000 - £172,500 = £127,500

## Percentage of Revenue for Expenditures

- Expenditure as % of Revenue:  $(\text{Total Expenditures} / \text{Revenue}) * 100 = (£172,500 / £300,000) * 100 \approx 57.5\%$

This forecast suggests that the expenditures are well within the 60% limit of the total revenue, which is a good conservative estimate for planning. The net profit, after covering all major costs, would be £127,500, which can be reinvested into the business for growth and development, or saved for future financial stability.

## Social impact - KPI's



- **Fashion designers supported.**
  - Increase from 84 to over 120 by the end of Year 4, focusing on geographical expansion and deeper engagement.
- **Models confidently trained**
  - Increase from 178 to 250+ by providing more extensive workshops and personalised coaching sessions.
- **Make-Up artists launched.**
  - Raise the number from 31 to 50+ by enhancing training modules and providing more practical opportunities.
- **Creative volunteers engaged**
  - Expand from 61 to 100+ by offering more collaborative projects and community benefits.



# PLANS FOR GROWTH

## EXPAND WORKSHOP OFFERING

Increase the number and variety of educational workshops to include advanced fashion design, sustainable practices, and confidence-building sessions

## GROW ONLINE PRESENCE

Develop the current website with e-commerce functionality and reach a younger audience on TikTok.

## HOST MORE EVENTS

Offer our Event Management services and larger scale fashion shows and events to provide additional opportunities.

## BROADEN COMMUNITY OUTREACH

Partner with more local schools, colleges, and community groups to engage a wider audience and attract new talent.

## INCREASE FUNDING AND SPONSORSHIPS

Seek additional funding through grants, sponsorships, and partnerships with businesses that share our commitment to sustainability and community development.

## Who's it for?

**Models - Make up Artist - Designers - Creatives**



# Who are you targeting, and what are the market opportunities?



## DESIGNERS

We help aspiring fashion designers show case their creativity by giving them a community to exhibit their work, in a safe space and overcome their imposter syndrome.



## MODELS

We coach individuals with their confidence by giving them a safe space to explore their confidence overcoming body negativity.



## MAKE UP ARTISTS

We support aspiring make up artists by building them a community by supporting them with the experience they need in a safe space to develop their confidence with out the fear of rejection.

# Who are you targeting, and what are the market opportunities?



## CREATIVES

A nurturing community to showcase their talents, develop skills, and gain industry exposure, empowering them to thrive in their creative endeavours.



## FASHION ENTHUSIASTS

can experience the catwalk as a vibrant canvas where art and design converge to celebrate the creativity and craftsmanship of our diverse community of artists.



## BUSINESS

Businesses can support Fashion Fiesta CIC through corporate partnerships that empower local talent, promote sustainability, and enrich community culture, creating a community where creativity thrives.

# OVER NEXT 6 MONTHS

Our current growth plans are as follows.

What are our goals in the next 6 months

What resources are required to achieve these?

## SPONSORSHIP

We are looking for corporate sponsorship for our next show in November 2024.

- This will cover venue hire
- Insurance Renewal
- Accountancy fees
- Event management fees

## ABCD FUND - WHARFEDALE AREA ONLY

To apply for a small funding project that will allow beta testing of a workshop and a [au for a freelancer/consultant to deliver but be fully funded programme.

## WEBSITE - E-COMMERCE

Upgrade the website to support e-commerce to buy clothes from donations. Fundraise to pay the web developer to upgrade the site.



## October 2024

### ABCD Fund - Wharfedale area only

To apply for a small funding project that will allow beta testing of a workshop and a [au for a freelancer/consultant to deliver but be fully funded programme.

# OVER NEXT 6 MONTHS

## August 2024

### Corporate Sponsorship for Autumn Show.

We are looking for corporate sponsorship for our next show in November 2024.

- This will cover venue hire
- Insurance Renewal
- Accountancy fees
- Event management fees



## November 2024

Autumn Event  
Fundraising  
New talent  
Judges/winners



**February 2025**

## December 2024

E-Commerce  
Upgrade the website to support e-commerce to buy clothes from donations.  
Fundraise to pay the web developer to upgrade the site.





# THE TEAM

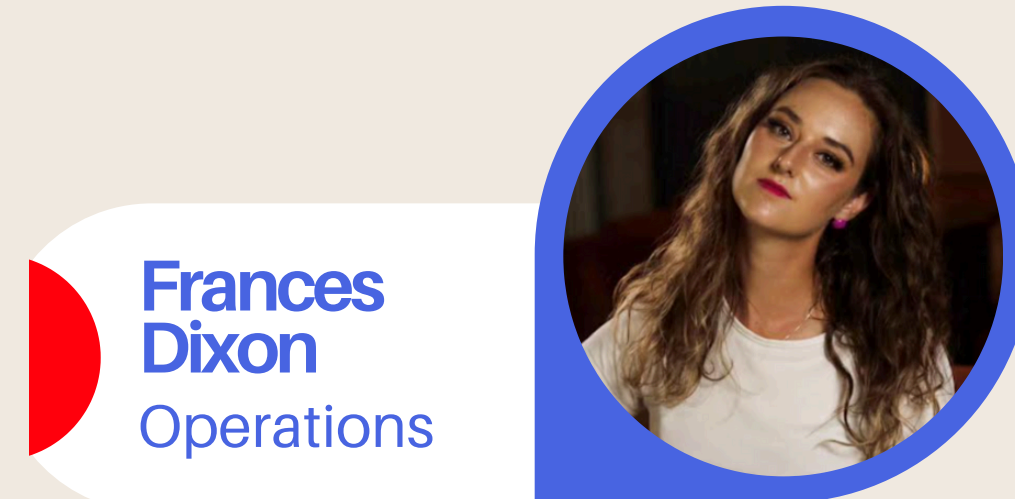
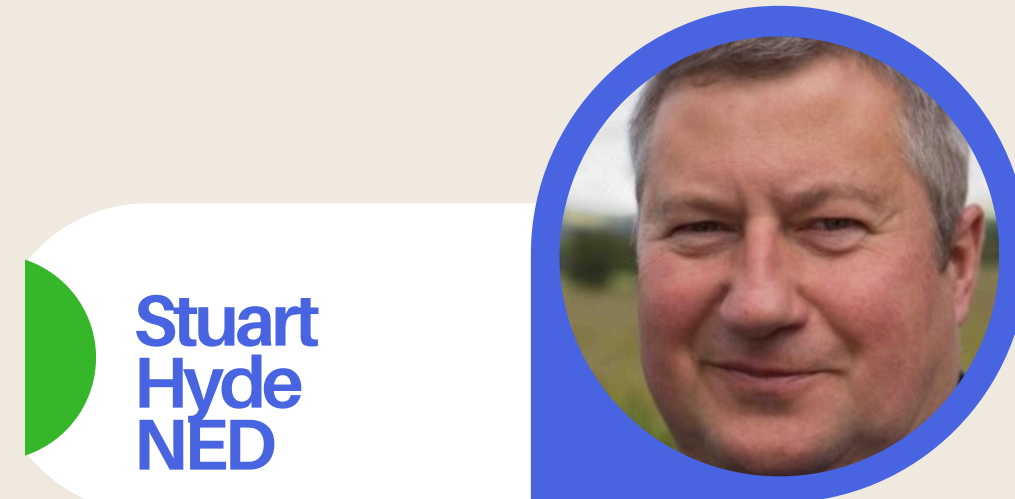
FASHION FIESTA CIC



Fashion Fiesta CIC is guided by a dedicated Board of Directors and an Advisory Board, each composed of professionals with diverse expertise in fashion, business, and community engagement. The Board of Directors oversees strategic decision-making and ensures that Fashion Fiesta upholds its mission to empower and showcase emerging talent. Meanwhile, the Advisory Board provides additional guidance, leveraging industry knowledge to enhance outreach and program effectiveness. Together, these boards play a crucial role in steering Fashion Fiesta towards impactful community contributions and sustainable growth.

FASHION FIESTA CIC TEAM - ABOUT US

# Fashion Fiesta Board



# OUR ADVISORY BOARD



**Vanessa Brain**  
*Fashion + Sustainability*



**Jane Clarke**  
*Marketing + Branding*



**Sonya Bachra-Bryne**  
*Fashion, Textile +  
Tech Designer*



**Ali Najmi**  
*Marketing*



**Anny Lian**  
*Finance*



**Joanna Hardy**  
*PR + Marketing*



**Mel Kavanagh**  
*Mental Health*



**Jay Kaur**  
*Models + Styling*

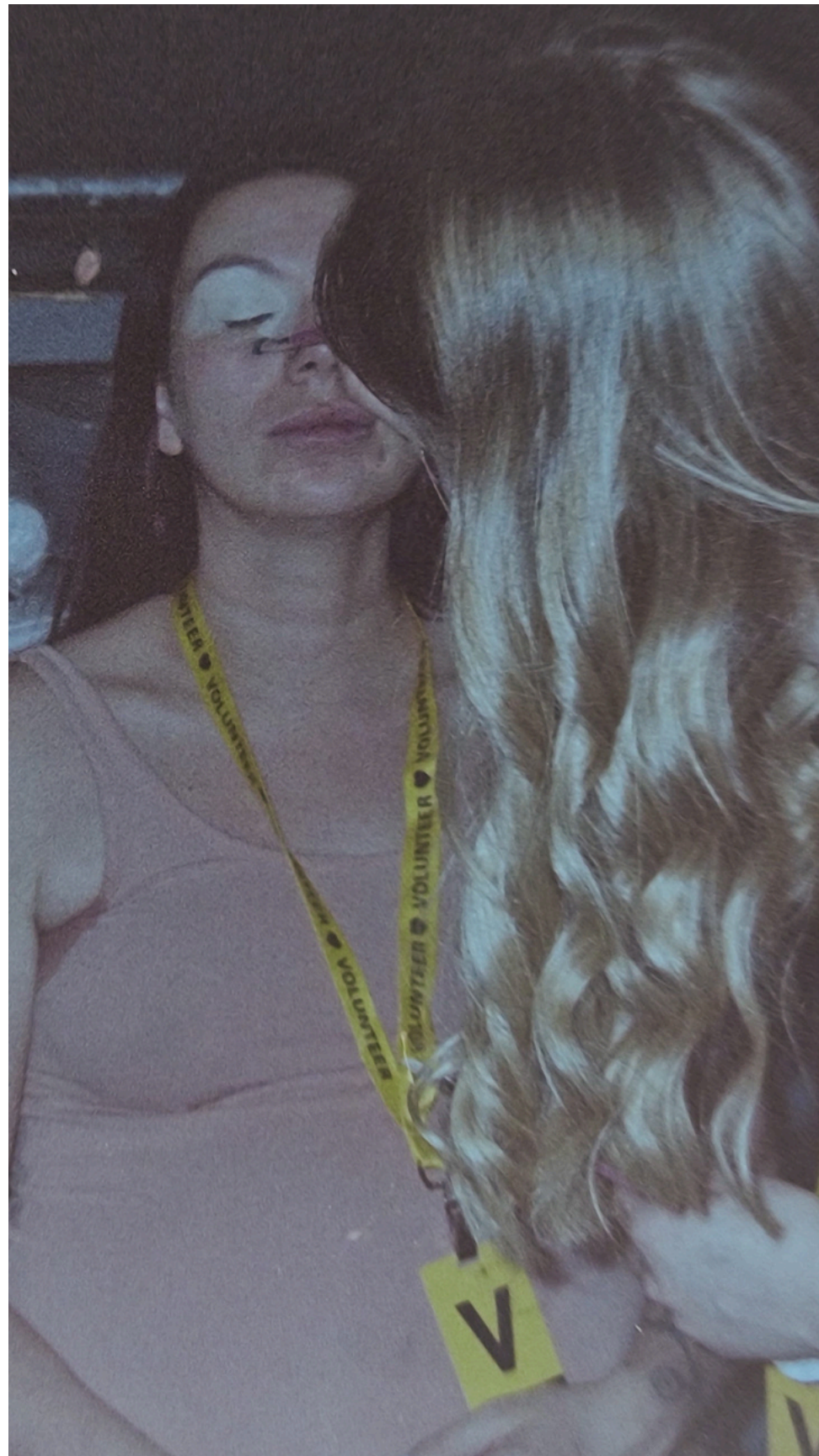


**TBC**  
*MUA*



**Daniel Houchen**  
*Fashion + Textile*





Support so far... that have financially sponsored.

## When you need specialist legal advice...

Proud sponsors of Fashion Fiesta 2023.

Blacks Solicitors provides a wide range of legal advice to commercial and private clients across Yorkshire and throughout the UK.

For more information about our services, or for a no obligation discussion, please contact us today.



[www.LawBlacks.com](http://www.LawBlacks.com)



Contact us today  
T: 0113 207 0000  
E: [Hello@LawBlacks.com](mailto:Hello@LawBlacks.com)  
T: @LawBlacks

Blacks Solicitors LLP. Registered in England and Wales no. OC209566. Registered office: City Point, 29 King Street, Leeds, LS1 2HL, where a list of members is open for inspection. Authorised and regulated by the Solicitors Regulation Authority no. 419626.

## Proud to sponsor Fashion Fiesta again!

Thank you and good luck to all the designers involved and to the entire Fashion Fiesta team and fellow sponsors.

## Beat Bots. Stop fraud. Keep your organisation safe.

Veracity Web Threat Protection: Patented, AI-powered, ready to protect your website and reputation in under 5 minutes.

Get started with a free account



Veracity Trust Network  
[veracitytrustnetwork.com](http://veracitytrustnetwork.com)



See the Possibility<sup>★</sup>

## We See the Possibility<sup>★</sup>

Seeing what others don't, is what our legal teams do best. Whatever your challenge, let us help you explore a point of view that might just transform the way you see things, too.

[weightmans.com](http://weightmans.com)

Weightmans

# PITCHING FASHION

## FIESTA CIC IN 2 MINS

Hi, I'm [insert name], and I'm looking for £115,000 in grants and commercial sponsorship to pump prime our creative community business. Fashion Fiesta is an industry-focused, community-led training, coaching, and mentoring Social Enterprise.

We have loved seeing our creators win new clients, get jobs, return to work, and accelerate in their careers.

With your support, we aim to make £300,000 in sales and then grow by 10% every year for the next three years

Our community-led CIC will help fashion creatives increase their confidence and reduce their anxiety and depression by up to 76%.

I have 15 years of experience in events and marketing and have run my marketing consultancy for the last ten years. I have a mixed heritage background, and I have always been passionate about bringing people from all communities together, and Fashion Fiesta does that.

We already have a great team of directors with a wide range of experience, from coaching, teaching, and sustainability to managing a large team in public sector services on the board and over 100+ volunteers who have been involved for six years, but we need extra help to hire key people who can drive our growth and pay our volunteers.

We will do this by employing a part-time CEO and a full-time Community and Fundraising Manager. To develop our corporate partnership programme.

I want you to invest in our Social Enterprise and bring the right talent to take us to the next level.



# THANK YOU

## PHONE

01943 430245

## EMAIL

fashionfiestateam@gmail.com

## ADDRESS

137 Bolling Road, Ben Rhydding, LS29 8PN

## SOCIAL MEDIA + WEBSITE

@fashionfiestacic - [www.fashionfiesta.co.uk](http://www.fashionfiesta.co.uk)