

ANNUAL EVENT REPORT 2025



**It is about putting effort
and ideas into action.**

Fashion Fiesta CIC is a community-led fashion platform that empowers diverse, emerging creatives through inclusive events, skill-building, and sustainable showcases.

Executive Summary

Fashion Fiesta CIC's March 2025 Collective Show was a vibrant and inclusive celebration of fashion, community, and creativity. Held at Victoria Hall, the event brought together over **230 creatives**; including **15 designers**, **60+ models**, **3 make-up artists**, and **12 volunteer photographers and videographers** to deliver a high-quality show rooted in values of **sustainability, diversity, and empowerment**. The project created opportunities for people from a wide range of backgrounds, with **35% of designers and 30% of models identifying as Black, Asian or ethnically diverse**, and over **20% of models identifying as plus-size**. The event also showcased local college and university student work, helping participants gain real-world experience.

The theme "Where Style Meets Community" was reflected not only on the catwalk but also backstage and across the wider event planning process. We worked closely with volunteers, students, and emerging professionals to deliver an engaging and inspiring show. Highlights included collections that embraced upcycling and circular fashion, as well as a powerful winning collection titled "**JAPA – The Journey for Survival**", inspired by African heritage. The event was managed by a committed team, supported by a volunteer-led marketing group, an events team, and strong student partnerships with **University of Leeds - Nexus, Leeds Beckett University, Leeds Trinity, University of Leeds, and Shipley College**.

From a marketing perspective, the show reached **over 849,000 digital impressions**, with significant increases in performance across all platforms. TikTok saw the most growth, with a **350% increase** in reach compared to 2024 and several posts achieving over **75,000 views**. Instagram impressions grew by **72%**, and Facebook by **96%**. Paid advertising on Meta and TikTok helped drive awareness and ticket sales, while a press article in the **Telegraph & Argus** helped build local engagement.

Financially, Fashion Fiesta generated a total income of **£6,704.94**, including **£4,704.00 in UKSPF public funding**, **£1,450.00 from ticket sales**, and **£543.94 from raffle fundraising**. Key costs included **venue hire (£930.00)**, **staging and lighting (£1,359.67)**, and **marketing (£2,114.33)**. Operating costs, such as **accountancy (£478.80)** and **insurance (£429.54)**, were essential for legal and professional compliance. The event achieved a net operating surplus of **£1,506.97**, with a projected closing balance of **£1,250.48**, allowing for reinvestment into future events and workshops.

Feedback from attendees, creatives, and volunteers was overwhelmingly positive, highlighting strong teamwork, inclusive casting, and visual impact. Areas for improvement include better internal communication, more structured planning tools, and backstage support (e.g., seating and walkie-talkies). Key recommendations include extending the application timeline, partnering with local colleges for hair and make-up support, and improving diversity data collection through updated forms.

In summary, Fashion Fiesta 2025 was a major success; empowering emerging creatives, celebrating culture and identity, and building a strong foundation for future community-led fashion events. The project not only delivered a high-quality show but created real, lasting social value in Bradford and beyond.



CONTENT INDEX

00

Company
Information

01

Team
Feedback

02

Financial
Highlights

03

Marketing
Impact

04

Volunteer
Engagement

05

Community
Impact

06

Recommendations





OUR MISSION

At Fashion Fiesta CIC, our mission is to empower people from all walks of life to express themselves through fashion, creativity, and community. We believe fashion should be inclusive, accessible, and representative of real people regardless of age, size, background, or experience. By creating professional-standard events and workshops, we open doors for emerging designers, models, make-up artists, and creatives to build confidence, gain real-world experience, and showcase their talents in a safe, supportive environment.

We are committed to championing diversity, sustainability, and social impact. Our work celebrates cultural identity, promotes body positivity, and encourages creative reuse through upcycling and slow fashion practices. Through partnerships, outreach, and grassroots engagement, we bring together individuals, communities, and organisations to co-create events that inspire pride, spark connections, and leave a lasting impact across Bradford and beyond.

Rachel Hatfield

Founder + CEO - Fashion Fiesta CIC





REDEFINING FASHION THROUGH COMMUNITY AND CREATIVITY

Fashion Fiesta CIC gives underrepresented and emerging creatives the platform, confidence, and real-world experience to shine through inclusive fashion events, hands-on support, and a strong focus on diversity, sustainability, and community.



Inclusivity



Sustainability



Empowerment

2025 Goals



KPIs

Raise funds for 8 fully funded creative workshops

1. Achieve a target of **£3000** in ticket sales and donations by the event date.
2. Secure at least **10** raffle prize donations from local businesses and sponsors.
3. Raise **80%** of the required funds for **8** fully funded workshops by the end of the event.

Empower emerging Fashion Creatives

1. Involve at least **20** emerging fashion designers, models, and make-up artists in the event.
2. Collect feedback from **90%** of participants on how the event helped them develop skills and connections.
3. Ensure **100%** of selected creatives are provided with post-event support (mentorship, portfolio building, or career guidance).

Increase brand awareness and sponsorship engagement

1. Gain at least **5** new sponsors for the event, increasing sponsorship by **25%** compared to the previous year.
2. Increase social media engagement by 50% through posts, partnerships, and event promotions.
3. Drive at least **500** visitors to the Fashion Fiesta website for ticket purchases, sponsorship opportunities, and event updates.

1 TEAM FEEDBACK



Key takeaways

1. Teamwork and engagement were strong positives

- a. The event created a supportive team environment where members helped each other, and teamwork was specifically highlighted as a strength. Attendees and participants were engaged, and the entertainment aspect of the event was well-received. Models were enthusiastic, which significantly aided in managing dropouts.

2. Communication needs improvement

- a. A recurring theme in the feedback is the need for better communication. This includes **clearer task assignments**, better **backstage communication (potentially through functional walkie-talkies)**, and improved communication between different teams, such as marketing and design.

3. Planning and organisation

- a. Can be enhanced with structure and tools. There were suggestions for implementing **content calendars, checklists for tasks, and more structured meetings**. Several organisational elements were mentioned, such as having more seating and tables backstage, ensuring adequate water, and refining the model confirmation process.



What worked well

- Catwalk design and timing were praised as smooth and professional.
- Strong venue setup and team coordination.
- Models performed well and were adaptable with multiple looks.

Challenges identified

- Backstage logistics: limited chairs, tables, and clarity of model transitions.
- Use of walkie-talkies was inconsistent.
- Accessibility concerns raised by attendees.

Suggested improvements

- Better backstage facilities and layout planning.
- Operational checklist to streamline transitions.
- More inclusive planning for audience accessibility.



What worked well

- Social media campaigns (especially TikTok) were effective and hit the 16–24 audience well.
- Metricool used for tracking – shows peak engagement moments.
- Positive feedback on professional content creation and audience interaction.

Challenges identified

- Disjointed communication between marketing and designers (esp. BTS content).
- Overlapping or missed content opportunities due to lack of planning tools.

Suggested improvements

- Weekly content calendars to align teams and avoid duplication.
- More collaboration pre-event between marketing and designers.
- Use of checklists and content planning software.



What worked well

- Team spirit and adaptability during the event were repeatedly praised.
- Students added value backstage and supported well.

Challenges identified

- Not enough core team members; some felt under-supported.
- Ambiguity around specific roles and responsibilities.

Suggested improvements

- Recruit more volunteers and clarify roles earlier in the planning process.
- Introduce mentoring systems for students and new team members.
- In-person planning meetings to improve team alignment.

Team operations and collaboration - strong team but gaps in clarity and support



Theme	Highlights	Action Suggestions
Event Delivery	Great catwalk & visuals, backstage needs work	Improve logistics, accessibility, backstage setup
Marketing	TikTok success, BTS gaps	Weekly calendars, backstage-content sync
Team Operations	Strong teamwork, unclear roles	Define roles, more volunteers, mentoring program
Future Strategy	e-commerce, live feedback, food, and sponsors	Explore partnerships, pop-up planning, engagement

Thematic analysis of feedback between teams.



Next steps

- **Teamwork and engagement were strong positives:** The event created a supportive team environment where members helped each other, and teamwork was specifically highlighted as a strength. Attendees and participants were engaged, and the entertainment aspect of the event was well-received. Models were enthusiastic, which significantly aided in managing dropouts.
- **Internal communication needs improvement** a recurring theme in the feedback is the need for better communication. This includes clearer task assignments, better backstage communication (potentially through functional walkie-talkies), and improved communication between different teams, such as marketing and design.
- **Planning and organisation can be enhanced with structure and tools:** There were suggestions for implementing content calendars, checklists for tasks, and more structured meetings. Several organisational elements were mentioned, such as having more seating and tables backstage, ensuring adequate water, and refining the model confirmation process.



2 FINANCIAL HIGHLIGHTS

Fashion Fiesta Collective Budget

	In	Gross	Nett	Out	Notes
Public funding - UKSPF	£4704.00				
Private sponsorship		0			Donated in time rather monetary - video/photography/marketing support - Top corporate sponsor lost and secondary corporate sponsor lost.
Band				£300.00	
Staging and lighting				£1359.67	
Ticket sales (Eventbrite)		£1642.43	£1,450.00		£192.43 - Eventbrite fee
Upcycled collection (pop-up shop)		£10.00			
Raffle		£528.00			
Victoria Hall Hire				£930.00	Including Evans Room, Alpaca Bar
Marketing/Advertising				£2114.33	Online + Offline advertising including team uniform.



Business operating costs - 2025

Operating costs	Out
Accountancy fees	£478.80
Insurance fees	£429.54
Total	£908.34



Money raised

Operating costs	in
Funding - UKSPF	£4704.00
Ticket sales	£1450.00
Raffle prize	£543.94
Upcycled collection sales	£10.00
Business sponsorship	£0.00
Total	£6704.94



Analysis of costs and revenue:

Fashion Fiesta CIC generated a total income of £6,704.94 in 2025. This included public funding from UKSPF (£4,704.00), ticket sales via Eventbrite totalling £1,450.00 (after fees), a raffle (£543.94), and a small contribution from our upcycled collection pop-up shop (£10.00). Although we lost both a top-tier and a secondary corporate sponsor, we benefited from in-kind support through donated services such as photography, videography, and marketing.

Key expenditure included venue hire at Victoria Hall (£930.00), staging and lighting (£1,359.67), and entertainment (£300.00). Marketing and advertising totalled £2,114.33, which covered online and offline promotions, branded team uniforms, printed materials, and general business operations.

Core business operating costs for the year came to £908.34, covering accountancy fees (£478.80) and business insurance (£429.54). These fixed costs are essential to maintaining Fashion Fiesta CIC's operational compliance and delivery quality.

After all costs were deducted, the event achieved a net operating profit of £1,506.97. The opening bank balance of £850.00 combined with this surplus results in a projected closing balance of £1,250.48. This shows healthy cash flow, but we are mindful of upcoming costs, including £500 for insurance renewal (October 2025) and £500 for accountancy in 2026, which will be set aside.

These funds will directly support the continuation of our creative workshops for fashion designers, models, make-up artists, and volunteers ensuring we continue to create accessible, empowering pathways for emerging creatives in 2025 and beyond.



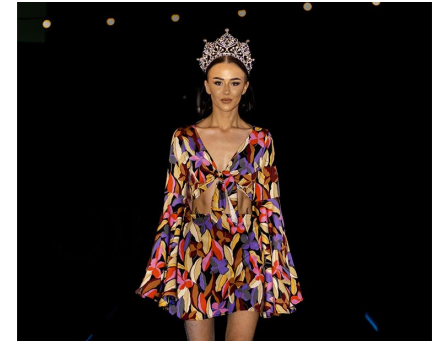
The background is a solid blue color. On the left side, there is a large, stylized number '3' in a darker blue shade. On the right side, there is a large, light blue stylized infinity symbol or a similar geometric shape. The text 'MARKETING HIGHLIGHTS' is positioned to the right of the number '3' and to the left of the infinity symbol.

3

MARKETING HIGHLIGHTS

PR/Marketing impact

- 01 | Article pre-show in the T&A
- 02 | Paid advertising on TikTok - £298.00
- 03 | Paid advertising on Meta (Facebook/Instagram) - £348.14
- 04 | Students from Leeds Beckett + Leeds Trinity
- 05 | Graduates on placement supporting the event
- 06 | Videography + photography run by volunteers



Fashion Fiesta CIC – Q1 2025 marketing report summary

We're pleased to share a strong start to 2025, with Fashion Fiesta CIC experiencing significant growth across all key digital platforms. Our Q1 marketing activity focused on building momentum around the March event and raising visibility among our core demographic young creatives aged 16–24. The results demonstrate both reach and resonance with our audience, mainly through engaging, short-form content.

Across the quarter, we saw notable increases in **follower growth, impressions, and interactions**, with **TikTok and Instagram leading the way**. TikTok followers rose nearly 70%, while views surged by over 1,000%, showing strong viral traction. Instagram also saw impressive gains, with a **13%** increase in followers, a **304%** increase in impressions, and a 171% increase in interactions. Reels and Stories were particularly effective. Reels increased by **184%** and Stories by **192%**, delivering highly visual and shareable moments from the event and behind the scenes.

Facebook also delivered standout results, with a **485%** increase in impressions and a **96%** uplift in interactions. Meanwhile, LinkedIn saw a modest follower increase but a slight drop in engagement, suggesting the need for a refreshed approach to professional content and storytelling on that platform.

From a content perspective, the strongest-performing posts tapped into local pride, event countdowns, and emotional engagement with winners and behind-the-scenes content. The top-performing post reached over **75,000 impressions**, while several Reels achieved above-average engagement, particularly those with authentic, celebratory tones.

On Google Business, we achieved a **148%** increase in visibility, largely driven by search and map activity. However, direct interactions were down slightly, highlighting a need to optimise our profile with stronger calls to action and more regular updates.

Demographic insights reaffirm that our primary reach is within Leeds and Bradford, with broader interest spreading across other UK cities and international viewers in the US, Ireland, and Germany. Our core audience continues to be aged **18–34**, which aligns perfectly with our campaign targeting and brand voice.

In summary, Q1 has laid a strong digital foundation for the year, positioning Fashion Fiesta CIC as a vibrant, youth-focused brand with a growing online presence. Moving forward, we recommend deepening our strategy on TikTok and Instagram, re-energising our LinkedIn content, and developing a more evident Google presence. These efforts, supported by consistent and creative storytelling, will help us grow our audience, attract future sponsors, and build national visibility.



Marketing analysis

Marketing channels - Reach			
Sessions	Jan - March (Q1) 2025	Jan - March (Q1) 2024	% Increase/decrease 24/25
Facebook	37,226	77,181	-51.77%
LinkedIn	4531	8795	-48.48%
Instagram	93,208	54,116	72.24%
TikTok	174,996	38,915	349.89%
Google My Business	422	321	31.46%



Online marketing analysis

Brief overview

Goal: Our goal as the online marketing team was to drive ticket sales through the use of social media, targeting younger audiences (Gen Z) and increase our social media presence and community.

Strategy and execution: As a team our strategy consisted of capitalising on current trending sounds and memes ,posted consistently at least 3+ times a week focusing on Tiktok as a platform to target younger audiences to drive ticket sales and website traffic.

Result and Success: Increase in following,engagement and ticket sales across all platforms. Led to a increase in website traffic from social media.

COMMUNITY POSTS

Mar 16, 2024 - Mar 16, 2025

Some TikTok metrics may not be available for the last 1-2 days. The number of followers will only be available from the day the account got connected.

Community

fashionfiestastic



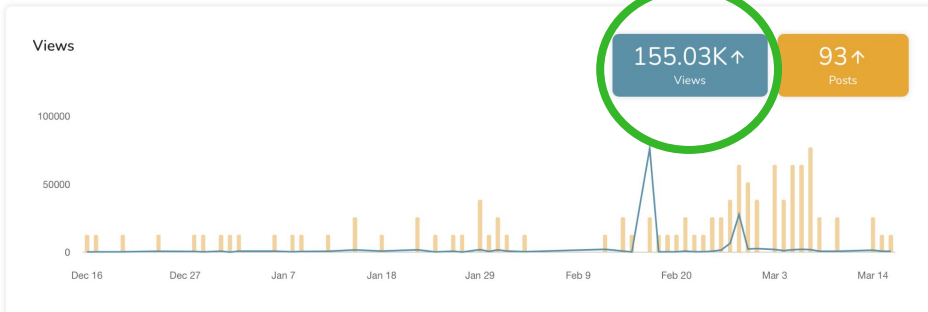
Chart dated over the past year comparing FF2024 and FF2025 showing growth over the last year. Displays increase in followers reaching an all time high.

Where style meets community

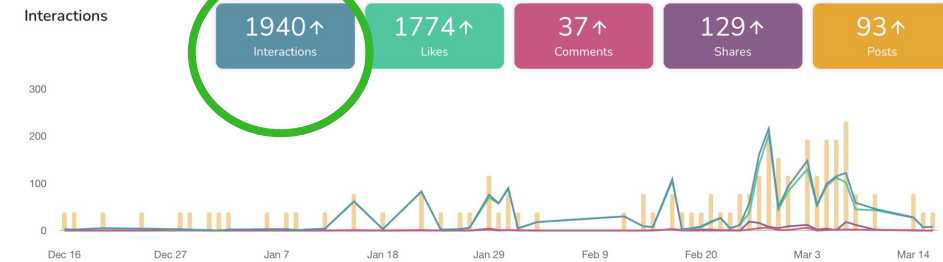


Online marketing analysis-Metrics

Posts published in period

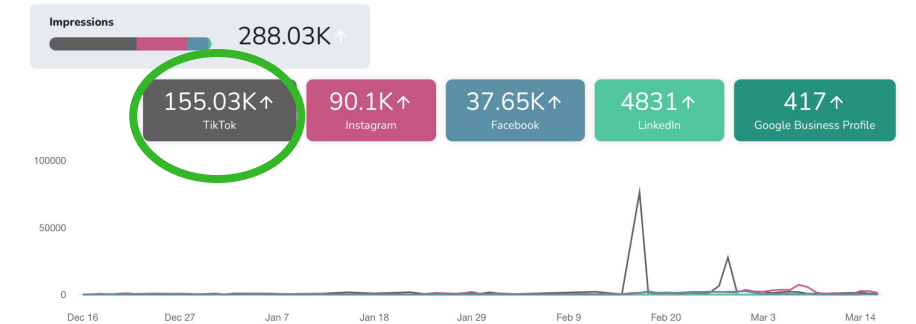
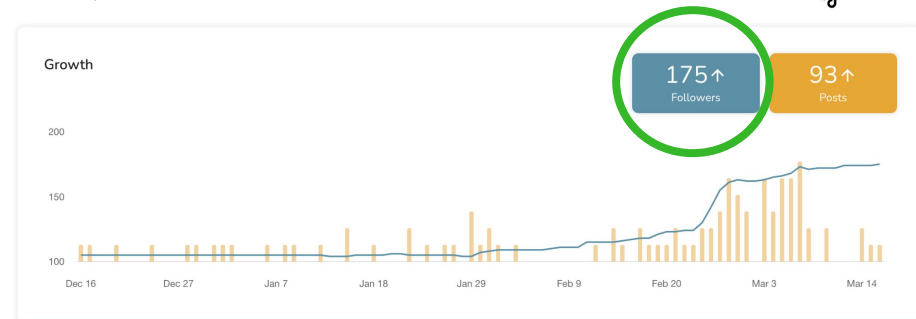


Interactions



Analytics and metrics display increase of views ,community and interactions on tiktok over a three month period which came into effect late january reaching 155.03k total in views on Tiktok alone.

Community



Incredible results from our TikTok profile, leading impressions out of all our social media platforms. ("Impressions also measure how many times your content has been viewed, including multiple visits from individual users.")This data indicates users are revisiting content posted increasing engagement.

Where style meets community



Understanding your social media platforms.



Where style meets community

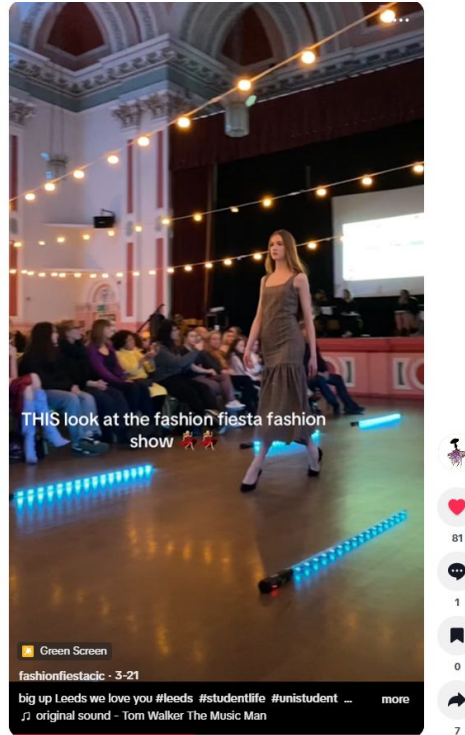
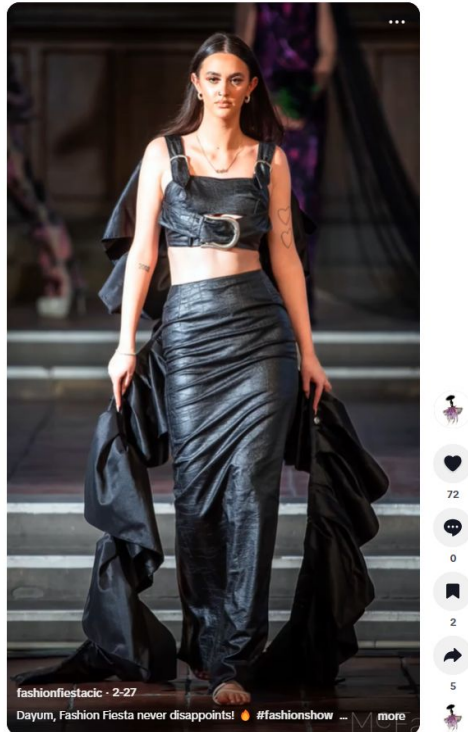


TikTok - top performing posts

Performance report:

Impressions - 23,906

Interactions - 77



Performance report:

Impressions - 11,296

Interactions - 89

Where style meets community

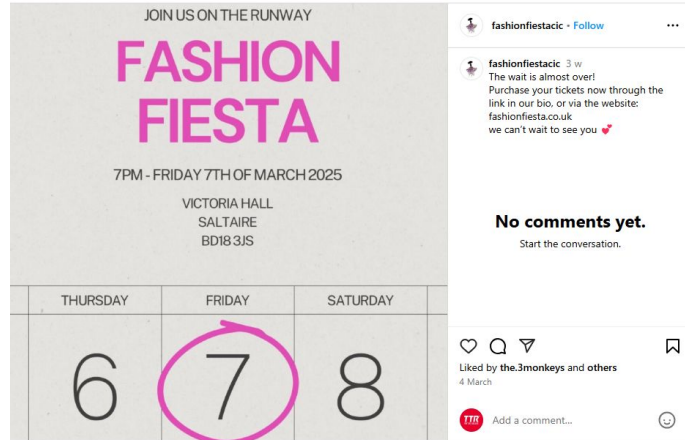


Instagram - top performing posts

Performance report:

Impressions - 1236

Interactions - 34



Performance report:

Impressions - 1208

Interactions - 93



Where style meets community

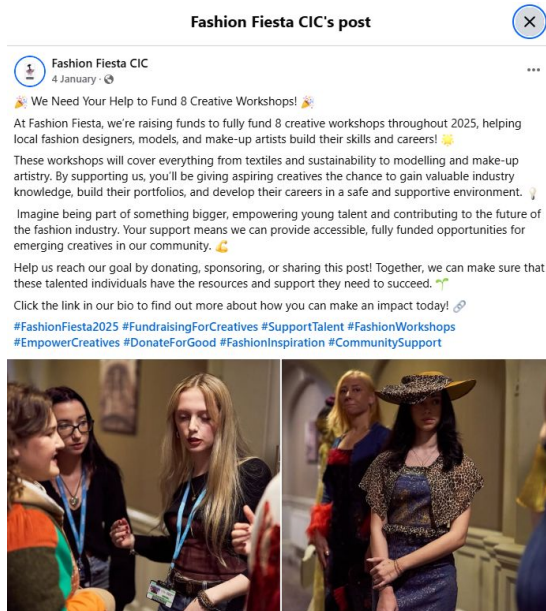


Facebook - top performing posts

Performance report:

Impressions - 474

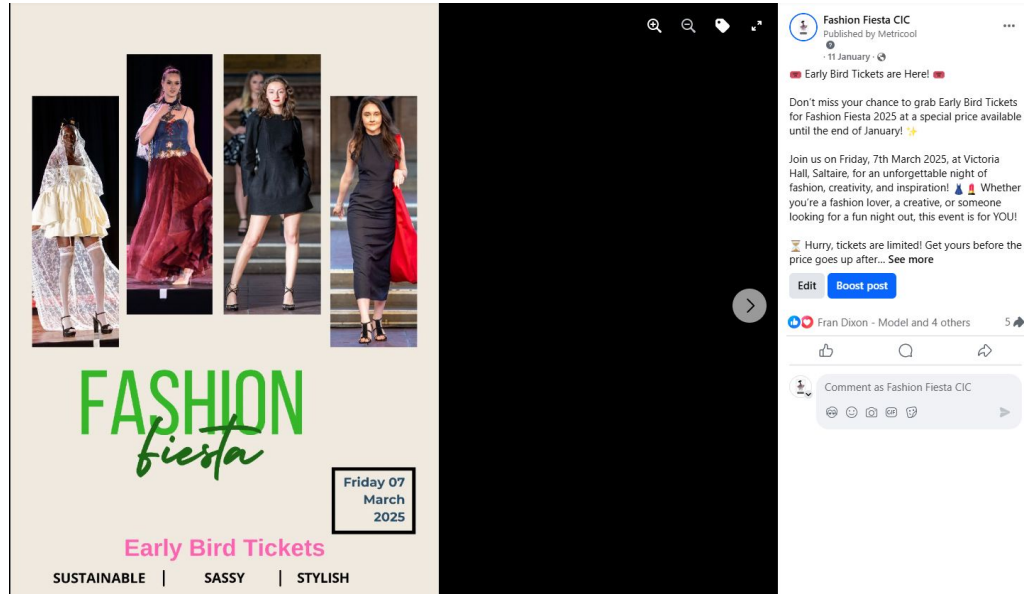
Interactions - 112



Performance report:

Impressions - 284

Interactions - 27



Where style meets community



LinkedIn - top performing posts

Performance report:

Impressions - 205
Interactions - 83

Fashion Fiesta CIC
634 followers
2mo · 🌐

🔴 Early Bird Tickets Now Available! 🟠

Get your Early Bird Tickets for Fashion Fiesta 2025 at a special price before they're gone! 🎟️ 🌟

Join us on Friday, 7th March 2025 at Victoria Hall, Saltaire for an unforgettable night of fashion, creativity, and empowerment!

But that's not all! By purchasing a ticket, you're directly helping us raise funds for 8 fully funded creative workshops throughout 2025! These workshops will provide fashion designers, models, make-up artists, and other creatives with the opportunity to develop their skills, build portfolios, and pursue their passions—all in a safe and supportive environment. 🌱 🌟

Your ticket helps make this possible and gives back to the next generation of fashion talent! 💖

🔴 Hurry, Early Bird Tickets are available until the end of January!

📅 Date: Friday, 7th March 2025
📍 Location: Victoria Hall, Saltaire

Grab yours today: <https://lnkd.in/eCdrtj3f>

#Fashion #Saltaire #GetToTheEvent #FashionFiesta #TravelPlans #SaltaireEvents #UKSPF #Bradford2025



Fashion Fiesta CIC
634 followers
2mo · 🌐

🎟️ Support Fashion Fiesta 2025 – Donate a Raffle Prize! 🌟

We're reaching out to businesses who want to give back to the community and support emerging fashion talent! By donating a raffle prize, you'll be helping us raise funds for 8 fully funded creative workshops in 2025. These workshops will give local designers, models, and make-up artists the opportunity to build their skills, grow their portfolios, and advance their careers. 🌱

In return for your generous donation, you'll receive:

- 🌟 A social media tile featuring your business
- 🌟 Two complimentary tickets to Fashion Fiesta 2025

Your contribution will not only help talented creatives but also boost your brand's visibility within the fashion community. 💖

Please donate today and join us in making Fashion Fiesta 2025...

#FashionFiesta2025 #DonateForGood #SupportCreatives #BusinessSupport #RafflePrize #GiveBack #FashionEvent #EmpowerCreatives #MakeADifference



Performance report:

Impressions - 183
Interactions - 6

Where style meets community



4 VOLUNTEER ENGAGEMENT



Volunteer Engagement

Fashion Designers: Fashion Fiesta 2025 proudly showcased 15 designers, spanning countrywear, ethnic dress, children's wear, and our exclusive Fashion Fiesta line. Sustainability was central, with Shipley College's T-Level Craft and Design collection highlighting emerging talent. NDOKI was named the winning designer for *JAPA* ("The Journey for Survival"), a powerful, African-inspired collection reflecting resilience and the struggles of young creatives.

Models: We are proud to celebrate the incredible diversity and inclusivity at Fashion Fiesta 2025, bringing together models from across the country, representing a wide range of ages, sizes, and ethnicities. Our vision is that fashion is for everyone, and this year's show truly embodied that message. We received an overwhelming 61 model applications. Every model had the opportunity to showcase at least one outfit, highlighting a variety of styles and designers. Our commitment to inclusivity extended to our children's wear segment, where three young models made their runway debut. To ensure they felt comfortable and confident, we adapted their walk by pairing them with their older sisters, allowing them to fully embrace the experience with joy and self-expression. Fashion Fiesta continues to be a platform where everyone can see themselves reflected in fashion, proving that style knows no boundaries.

Makeup Artists: Fashion Fiesta 2025 featured three talented makeup artists, led by our head makeup artist on the night. To ensure a cohesive runway look, a steering board member created a detailed lookbook as a guide. Models brought their own foundation for shade matching, ensuring inclusivity and a flawless presentation. As a token of appreciation, all makeup artists were thanked for their time and effort with a voucher to spend on product refills.

Where style meets community



Volunteer Engagement

Creatives: Twelve creatives, including photographers, videographers, and press, captured the essence of Fashion Fiesta. Roles were assigned based on experience and preference, with some focusing on backstage shots, others on entry photography, and seasoned professionals covering the main runway. The event provided an invaluable opportunity for students and emerging creatives to gain hands-on experience, improve their employability, and explore new photography roles in a dynamic, real-world setting. We were fortunate to have a mix of newcomers and returning professionals donating their time and skills, resulting in a stunning collection of images. Their work beautifully captured the emotions, energy, and unforgettable moments of the night, reinforcing why this event continues to be so special.

Academic collaboration: We are proud to collaborate with several academic institutions to bring Fashion Fiesta 2025 to life, supporting the next generation of fashion and creative professionals. Leeds Beckett University Media and Communication students are providing invaluable marketing support, helping to promote the event and raise awareness. Leeds Trinity University placement students are gaining hands-on experience in event management, ensuring everything runs smoothly on the day. University of Leeds Fashion Marketing students assisting backstage, providing critical support to our designers, models, and make-up artists - support from the Community Manager's at Nexus (Innovative Entrepreneurs Programme, WYCA). Additionally, Shipley College T-Level Craft and Textile students have created a collection for the runway, while their Event students are supporting logistics between Shipley College and Victoria Hall. These collaborations not only provide real-world experience for students but also contribute to the success of Fashion Fiesta, showcasing the power of education, creativity, and community and empowering young people.

Where style meets community



Volunteer Engagement

Backstage Team:

Events team: The Events team were vital in fostering a collaborative effort to bring the show to life. This year, their responsibilities included developing informative and legislated forms for all potential creatives applying, creating an online formative magazine, powerpoints, organising and leading team meetings, and managing the front-of-house operations on the night of the show. Their contributions were essential in ensuring a well-organised event.

Marketing: The Volunteer Marketing team played an important role in enhancing brand awareness through digital marketing efforts. By leveraging social media engagement and EDM (Electronic Direct Mail), they created compelling content to reach a broader audience. Their fun and creative campaigns, event countdowns, and engaging/informative videos helped maintain excitement and keep both followers and potential customers actively involved, all while promoting Fashion Fiesta and the creatives that involved with making Fashion Fiesta Collective 2025 show happen.

Board of Directors: The Board of Directors at Fashion Fiesta CIC is crucial in demonstrating strong leadership and ensuring effective governance across all aspects of the organisation. Their leadership sets the tone for the entire team, guiding the strategic direction, decision-making, and the successful execution of our mission. The board is responsible for overseeing the governance processes and ensuring that policies are in place to maintain transparency, accountability, and ethical practices. Through their expertise and guidance, they help to build a solid foundation for Fashion Fiesta to continue empowering emerging creatives and raising funds for our creative workshops while upholding our commitment to sustainability and community impact.

Steering Board: The Steering Board are there to hold the board accountable for the business and its operations, the role to ensuring the success of Fashion Fiesta 2025 by actively supporting the raffle prizes and ticket sales. By engaging with their networks and encouraging ticket sales, as well as securing exciting raffle prizes, the steering board members help increase the event's reach and impact.



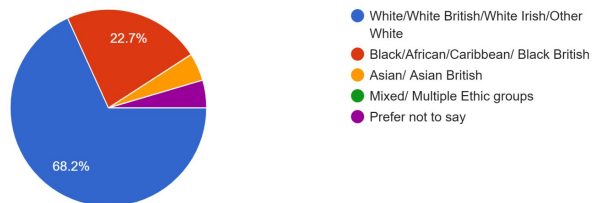
Designer applications

The 2025 Fashion Fiesta attracted a richly diverse and inspiring group of designers, showcasing a broad spectrum of creativity, culture, and commitment to sustainability. Of the applicants, over **60% identified as female**, with more than **35% coming from Black, Asian, or other ethnically diverse backgrounds**, including **African, Caribbean, South Asian, and mixed heritage communities**. The age ranged from under 18 to 55+, with **20% of applicants under 25** and several student groups applying collaboratively from local FE colleges. Notably, **15% of applicants were male designers, and at least one application** highlighted a disability or health condition, demonstrating Fashion Fiesta's inclusive ethos. Culturally, the runway was alive with storytelling from collections inspired by African heritage and British Pakistani traditions to reinterpretations of folklore, nature, and mythology. 100% of applicants integrated sustainability into their process, with firm commitments to upcycling, **zero-waste pattern cutting**, and ethically sourced or recycled materials.

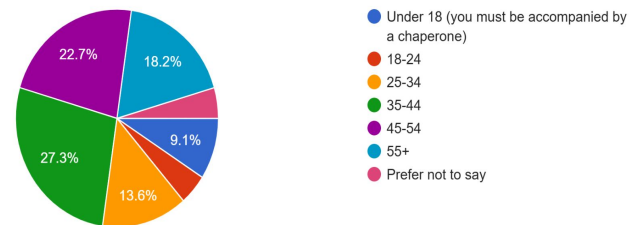
The variety of submissions reflected a rich tapestry of form and purpose, from bridal couture to children's wear statement jewellery to slow-fashion leisurewear. **Over 80% of applicants referenced circular fashion practices**, such as modular design, made-to-order garments, and repurposing of pre-loved fabrics. Designers embraced slow fashion principles and reused items from charity shops, deadstock suppliers, and household materials like unwanted sofas and curtains. Nearly all applicants requested models across a wide size range, including **plus-size and petite, and over 10% included children's looks**, further demonstrating their inclusive approach to representation. With Fashion Fiesta's diverse volunteer model pool, these visions came to life on the catwalk. Together, this year's applicants showcased innovation and artistry and demonstrated how fashion can be a powerful platform for social change, environmental leadership, and cultural celebration, making a compelling case for continued investment in this impactful and inclusive event.



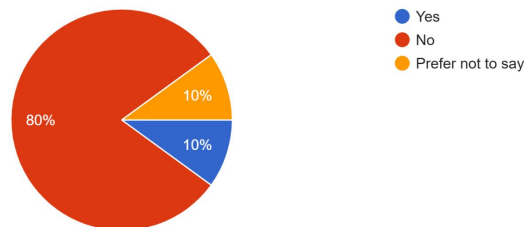
Ethnicity
22 responses



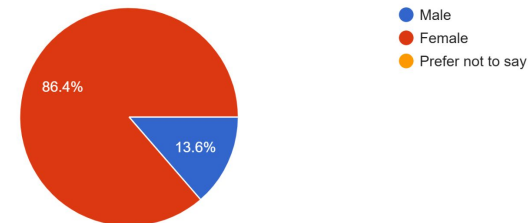
Age
22 responses



Do you consider yourself to have a disability and/or a health condition?
20 responses



Gender
22 responses



Make-up artist applications

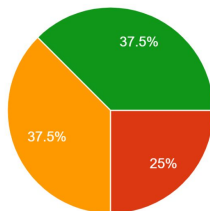
Fashion Fiesta 2025 welcomed a vibrant and experienced group of make-up artists, with **91% having previously worked on fashion shows or similar events**, including high-profile names like Northern Fashion Week, Afro Fashion Show, Salford Inclusive Fashion Show, and Fashion Fiesta. The group was composed entirely of women, with **55% identifying as Asian/Asian British** and **36% as White/White British**, reflecting substantial ethnic diversity and inclusive representation. Most applicants fell within the **25–44 age range**, and 100% expressed confidence working with a wide range of skin tones and types, highlighting experience with both male and female models across fair, medium, and deep complexions. Nearly all MUAs had developed their own portfolios and brands, submitting extensive image galleries or linking to active Instagram pages, showing high professionalism and artistic flair.

When asked about capacity, most MUAs stated they could complete makeup for **3–4 models within a 2-hour window**, with one able to work with up to 6, and a few indicating a beginner or children's focused pace of 1–2. One applicant is a training student currently employed as a beautician. At the same time, another applied as part of a mother-daughter team for the children's catwalk, reinforcing the community-led nature of the event. Many artists strongly aligned with Fashion Fiesta's values referencing empowerment, confidence-building, and cultural celebration through their work. This year's MUA team reflects technical skill and dedication, a rich mix of backgrounds, and lived experiences, making them a powerful asset to the event's backstage operations and visual storytelling.



Age

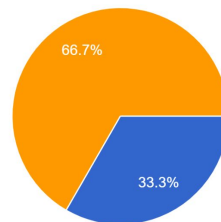
8 responses



- Under 18 (you must be accompanied by a chaperone)
- 18-24
- 25-34
- 35-44
- 45-54
- 55+
- Prefer not to say

Ethnicity

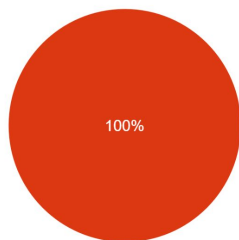
9 responses



- White/White British/White Irish/Other White
- Black/African/Caribbean/ Black British
- Asian/ Asian British
- Mixed/ Multiple Ethnic groups
- Prefer not to say

Gender

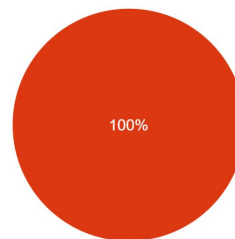
9 responses



- Male
- Female
- Prefer not to say

Do you consider yourself to have a disability and/or a health condition?

9 responses



- Yes
- No
- Prefer not to say



Model applications

This year's show attracted a dynamic and diverse range of over **60 model applicants**, showcasing the inclusive spirit that underpins the event. Approximately **88% of the models identified as female, with 10% male and 2% non-binary or not specified**. The age range varied widely from professional adults to youth and even a child participant aged 6, highlighting Fashion Fiesta's appeal across generations. Height and body diversity were strongly represented, with models ranging from under **5'0" to over 6'0"** and **UK clothing sizes from 4 to 26+**. Notably, around **20% of applicants were plus-size models**, ensuring runway representation that mirrors real-world audiences.

Ethnic and cultural diversity was equally celebrated, with at least **30% of applicants identifying as Black, Asian**, or from other ethnically diverse backgrounds. The modelling pool included returning Fashion Fiesta participants, first-time models, social media influencers, students, performers, and creatives from across the region and nationally. Many linked to platforms such as Instagram and TikTok, offering promotional value and reach beyond the event itself. This year's cohort reflects Fashion Fiesta's commitment to body positivity, racial representation, and intergenerational involvement, reinforcing its role as a champion of inclusive and community-led fashion.



5

COMMUNITY IMPACT



Impact of The Fashion Fiesta Collective

200 GUESTS (BOOKED)



20 FASHION DESIGNERS
13% DROPPED OUT



4 STUDENTS ON
PLACEMENT



63 MODELS
11% DROPOUT



3 MAKE UP ARTIST
70% DROPOUT



10 EVENT VOLUNTEERS



9 CREATIVES



25 STUDENT
VOLUNTEERS





SHOO

Volunteer hours

The
BFD
Bradfordian



Marketing

175 hours



Event planning

320 hours



Event operations

48 hours



Backstage

200 hours

EDUCATION INSTITUTIONS ENGAGEMENT

Students had various roles within Fashion Fiesta from marketing support, backstage assistance, to fashion design.



12 students

Backstage & front of house support



19 students

Included students from Media Professional Workshop



2 students

2 students on placements as part of their degree programme



10 students

Part of the T-Level in Fashion and Textiles



2 pupils

2 year 12 students on enrichment program

Rida Sharif

Was amazing to contribute to the show!! Everything was so beautifully done; well done to the entire team xx

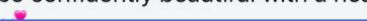
3 wks Like Reply 🥰 1

Zimply Winnie · Follow

Congratulations for such an amazing show! And thank you for the chance to model and watch awesome peeps!



Thank you so much, I am so in love with this look. Being a small/petite model this creation of yours has lifted my confidence and reminded me the reason why I entered this industry is to continue to break into a new norm of modelling. My advocacy is to show the society that everyone can be a model- doesn't need to be a supermodel but a role model to everyone that a small person like me isn't a barrier to achieve something so great. All sizes, shapes, heights, genders can be confidently beautiful with a heart



Amazing show yday, loved the last showcase of designers great designs the sustainability is



Hi Rachel

Congratulations on a fab eve on Friday, we really enjoyed it-so well put together and great to see such a mix of designs/models on the catwalk! I managed a quick word with Andrea at the end and good to see her clothes too.

Hope you have some relax/re-charge time this week!

Kind Regards
Nicola

Nicola Whatmuff
SME Growth Manager-Bradford
Department of Place



Najinder Devgun · 1st
Director of 20:20 Financial Planning Ltd | Incorporating Financial Adv...
1mo · Edited ·

Dads in Business

On Friday, I went to my first fashion show. I met many interesting people, including [Rachel Hatfield MSc, MBA](#) and [Andrea Benahmed Djilali AndReal](#), two of my respected peers from the Innovative Entrepreneurs' program. I didn't know what to expect, but I always go with an open mind, and I enjoyed the evening.

The father of one of the designers was quite inspiring. I don't think a fashion show would have been his chosen event for a Friday night. But when his daughter's collection came on, he lit up. I'm the same; if a child gave me their painting from pre-school, I'd say it was great and well done. When my little girl does it, it's a masterpiece!

Have a great week, everyone.



Dulcie Hayden · 1st
Bradford Programme Manager at EY Foundation | Social Mobility Ad...
1mo ·

What a fun way to spend my Friday evening at [#FashionFiesta2025](#) - a showcase of unique talent from a range of emerging artists, whilst raising important funds for workshops to support the next generation of budding creatives! 🌟

I was so impressed with the designs from T-Level Students at [Shipley College](#), the wide range of cultural influences - and the running thread (🧵) of sustainability throughout the collections! Took me back to our GCSE Textiles days. [Maryam Foster](#) ❤️

Thanks to [Diana Bird](#) and [Chris Morris BSc, QTS](#) for supporting new connections at Shipley College - it was great to meet [Jelena Savonina FPFS](#), [Najinder Devgun](#), [Ana Tiganescu](#) and many more.

Huge congrats [Rachel Hatfield MSc, MBA](#) - hope you've had your feet up



Tina Boden · 1st
Helping women make midlife matter, or prepare to, by improving th...
2w · Edited ·

Earlier this month I walked for 3 different collections in the [Fashion Fiesta CIC](#) Fashion Show in Saltaire.

Each had their own style, not all of them would be my choice of what to wear but just because I am 57 it does not mean I should not be wearing them.

Fashion has no age or height limits, it can be represented on runways and catwalks by people at any stage of life, of any body shape or height. What we wear is our choice, just because we have reached midlife does not mean we have to loose style.

So why then are far too many businesses and brands missing the Midlifers out of their marketing and promotion images ?

And don't get me started on the fact that most Model Agencies want Models to be over 5'6" tall. At 5'3" I am only 1 inch shorter than the average woman. Surely Midlife Shorties deserve to be represented in brand marketing as well.

Hats off to people like [Annie Stirk](#) who are constantly challenging age representation in brand and business marketing.

Thank you to [Susanna Hancock](#) for highlighting we are [#NONO](#) - Not Over Not Out

Because of agencies like [Salt and Pepper Models](#) and [Golden Age Models](#) who are championing later life models that are naturally ageing there is hope for better midlife representation.

Together Midlife Models and Campaigners will show the importance of making midlife matter in marketing. T 🙌

you at the next one xx

3 wks Like Reply



Samantha Jane Poole Thompson · Top contributor
Well done @ thank you sooo much xxxx

3 wks Like Reply 🙌🥰👍 4

Fran Dixon - Model · Samantha Jane P...

Zimply Winnie · Samantha Jane Poole...



Feya Wenham
Thank you all so much for a fab show, it was so much fun 🙌💕💕💕 xxx

3 wks Like Reply 🙌 2



Sarah Cox
It was a whole lotta fun!!! Thank you so much xxx

3 wks Like Reply 🙌🥰👍 4



3 wks Like Reply 🙌🙌 4



Lilinka Kvyatkovskaya · Top contributor
It's my pleasure to model for [Fashion Fiesta CIC](#) I'm so excited being chosen today as a model of the day!

3 wks Like Reply 🙌 2



Fran Dixon - Model · Lilinka Kvyatkovs...

Carlee Sapinski
Had an amazing time! one of my favourite shows to model for 💕

3 wks Like Reply 🙌🥰👍 4



Kath Ramm · Top contributor
How you stay calm is amazing well done see you at the next one ❤️

3 wks Like Reply 🙌🥰👍 3



6

RECOMMENDATIONS



Recommendations & next steps

- Address the communication gaps identified in the feedback, particularly between teams such as marketing and design. Implement tools such as task management software, walkie-talkies for backstage, and more structured meetings to ensure better coordination.
 - Develop a clear event schedule, set task assignments, and establish regular check-ins for each team to ensure seamless execution of the event.
 - Lighting costs were the largest expense, straining the budget. To manage this, work closely with the lighting sponsor to integrate them into the event's logistics, offering them visibility in exchange for more cost-effective solutions. Additionally, explore other sponsorships or partnerships with lighting companies to further reduce costs.
 - The two-week application window was too short, leaving backstage teams with limited time to prepare. Extending the deadline to three weeks will allow more time for logistics, ensuring smoother planning and a better event experience.
- Develop a clear **event schedule**, set **task assignments**, and establish regular check-ins for each team to ensure seamless execution of the event.
 - Organise targeted outreach campaigns for **sponsorship**, highlighting the benefits for businesses, and actively promote **raffle prizes** on social media and through email marketing.
 - Discuss cost-sharing options with the sponsor. Seek additional sponsors or partnerships in the lighting industry to reduce overall costs while maintaining quality.
 - Announce the updated application deadline of three weeks to all participants and adjust the event timeline accordingly. Ensure that all teams are informed of the extended timeline and update their schedules to accommodate the extra preparation time.



Recommendations & next steps

- There is a shortage of hair and makeup artists for the event. Partner with local colleges, self-employed artists, or beauty schools to provide services. This will offer valuable experience to students and professionals while enriching the event for all participants.
 - As the event grows, there is a risk of overcrowding, which could impact the experience and overwhelm the organising teams. To keep the event manageable and maintain its community feel, it's important to be more selective with applications. Using criteria such as location (via postcodes) will help control the number of participants and ensure applicants are local, avoiding logistical challenges like long commutes and late arrivals.
 - There is a lack of sufficient data on equity, diversity, and inclusion (EDI), making it difficult to assess the event's inclusivity. Add an EDI section at the end of the application for models form to collect demographic data. This will help the team track diversity, ensure equal opportunities for all participants, and support the event's commitment to inclusivity, allowing for necessary adjustments in future events.
- Send out calls for hair and makeup artists, develop partnerships with local FE colleges or local professionals in the community. Highlight the opportunity for experience and exposure at the event. Ensure the selection process aligns with the event's community-oriented values.
 - Implement postcode tracking in the application forms to prioritise local applicants. Set limits on the number of participants to keep the event at a manageable size and maintain the community-driven atmosphere. Regularly assess the application pool to ensure the event remains focused on providing a high-quality experience for all involved.
 - Update the application form to include a section dedicated to EDI data collection. Ensure applicants understand the importance of this data and that it will be used to improve the diversity and inclusivity of the event. Use this data to make informed decisions about how to increase diversity and ensure a more inclusive environment.



Thank you.

Report prepared by:

Rachel Hatfield
Mia Muttick
Angel Woods
Emma Rothery

