



FUSION

`_masterclass:`

04

`_date:`

27/05 - 28/05

`_TITLE:`

CREATIVE BUSINESS SKILLS

`_PARTICIPANTS:`

& fully funded designer-makers; local participants

_fusion: _masterclass: 02

_DESCRIPTION: _EXPERTS/ORGANISERS: _TIMETABLE:

CREATIVE BUSINESS SKILLS

Following masterclasses on co-designing methodologies, perceptions of ageing, product development and digital fabrication, this fourth and final masterclass of the FUSION series will focus on creative business skills.

Over the two days we will guide you into shaping your business vision through practical sessions and tools that will help you:

IDENTIFY YOUR CORE VALUES AND
MODEL A BUSINESS PLAN

MARKET YOUR IDEAS AND RUN A CAMPAIGN

PRESENT YOURSELF AND MAKE A GOOD IMPRESSION

PROTECT YOUR BRAND AND DESIGN IDEAS

Each day will end with a panel discussion by leading practitioners in fashion and textiles who will share their insights on setting up a business, running a promotional campaign, navigating the market and will reflect on the social and environmental impact of their work.

Whether interested in operating as a non-profit or profit-making business, the masterclass will support you to turn your business ideas into reality.

The masterclass will be facilitated by the Business Skills team at the Crafts Council and business support expert Toyin Laketu, Founder of Onwards and Up.



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CRAFTS COUNCIL +

CRAFT BUSINESS SKILLS TEAM

The Crafts Council (UK) is the country's foremost authority on contemporary craft in all its forms. Founded in 1971, its role as guardian and champion of national craft practice has evolved to include exploring and enabling new possibilities, making methods and technologies. Its work is made possible by the support of trusts and foundations, individual patrons, and corporate sponsors, and through public funding by Arts Council England.

The craft business skills team works with a wide range of experts to provide makers with information and advice to enable their businesses to flourish. Our innovation programme collaborates with cultural, academic and industrial partners to give makers access to new materials and innovative technologies and inspire them to push the boundaries of their practice.

CAROLINE JACKMAN / head of craft business skills

ALMA DASKALAKI / innovation manager

www.craftscouncil.org.uk



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TOYIN LAKETU ONWARDS AND UP >>

Toyin is a fashion business and digital consultant with over 14 years of experience in international business development. Her passion is to help demystify the difficulties of taking the next business steps to grow, helping brands to make good business decisions with confidence, enabling them to be bold and proactive.

Having worked with many of the UK's leading and emerging fashion, retail, lifestyle and consumer brands, Toyin supports brands to develop business strategies and marketing campaigns, to enable them to successfully expand into new markets. She mentors and trains aspiring start-ups and trading businesses to develop competitive and sustainable brands selling through multiple distribution channels for retail and online, from UK to the world.

In 2017, Toyin founded Onwards and Up to address the limited access to hands-on support and the increasing challenges faced by young brands. With the goal to deliver where others have left off and supported by a range of creative partners who add value and make a difference, Onwards and Up has been working with amazing businesses across wholesale, exporting, and online presence.

Toyin can also be found lecturing undergraduates and post-graduates at the University for the Creative Arts, Business School, teaching the next generation of young entrepreneurs in business and marketing across multiple creative disciplines.



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RISHI THORNHILL **AQUANAUTIA >>**

Rishi Thornhill is the founder of Aquanautia. Born out of Rishi's personal travel experiences and following a very successful Kickstarter campaign, the brand develops wearable products for better travel without ever having to leave valuables behind.

The world's most crowdfunded shorts, Aquanautia's Ultimate Adventure Shorts secured funding on Kickstarter in less than 12 hours, shortly after becoming the #1 ranking fashion product on Kickstarter at the time and going on to exceed the goal by several 1000%.

Aquanautia's solutions are not only designed to help you live your best life but are developed with sustainability at its core by using only fabrics made out of recycled plastic bottles.



CHARLOTTE BINGHAM - WALLIS **FROM BELO >>**

From Belo is an award-winning sustainable and ethical brand that reframes the perception of luxury by designing beautiful and multi-functional handbags and accessories from landfill waste. These materials include plastic bottles, decommissioned seat belts, car seat material, fabric offcuts, tyre inner tubes and umbrella fabric - all sourced locally in Belo Horizonte, Brazil, and ethically handmade by a local team of talented artisans. Every purchase reinvests straight back into the same community of artisans via key charities that make a difference. From Belo was created to prove that kindness can be in every stitch of a bag and that fashion can be a catalyst for positive change in the world.



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ELISABETTA BESTETTI **BRIFFA >>**

Briffa is a firm of leading intellectual property solicitors based in London. Creative and transparent, they help clients across a broad range of sectors. With expertise in brand strategy and IP portfolio management, Briffa's highly trained team can assist with a wide range of legal issues; from fixed-fee trade mark and design applications to dealing with IP disputes and drafting contracts.

Elisabetta is a solicitor specialising in all areas of intellectual property law with a focus on both transactional and contentious work. Her daily tasks include drafting bespoke commercial contracts, assignments and licenses, data protection, IT and tech agreements, and advising clients on trade mark, designs and copyright protection.



JOAO MARASCHIN **JOAO MARASCHIN >>**

London-based Brazilian designer Joao Maraschin established JOAO MARASCHIN in 2020.

Community and craftsmanship are at the centre of the brand's practices and values. The ethos is based on supporting and preserving handmade techniques like crochet and embroidery, as well as working with new discoveries in raw materials, looking at circularity, waste, repurposing and human centred design. The brand celebrates diversity, proposing new ideas to create a more inclusive scenario to a mature demographic as well as to creative practitioners in underserved or vulnerable conditions.

Through many collaborations, the brand stands for equality of rights and fair share. Education is an important pillar woven in the brand philosophy and it allows to give back to the community by getting involved in mentorship programmes as well as guaranteeing longevity for traditional handmade techniques.



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HANNAH WHITE HANNAH WHITE STUDIO >>

Dr Hannah White is an award-winning textile artist, weaver, designer and researcher with over 20 years' experience creating innovative materials and sculptural pieces for art, interiors and fashion. Hannah innovates within contemporary textiles by combining her constructed textiles skills with cross-disciplinary collaboration. She has a wide experience of collaborating with both craft and industry partners and is inspired by the possibilities that can be achieved through the cross fertilisation of ideas that occurs when sharing knowledge from different areas of expertise.

Hannah has a PhD in Textiles from the Royal College of Art, an MA in Design for Textile Futures from Central Saint Martins and a 1st class BA (Hons) degree in Textiles Design with a specialism in woven textiles. Alongside her creative practice Hannah was a creative academic for 10 years and was Course Leader for the BA (Hons) Textiles for Fashion and Interiors degree course at the University for the Creative Arts, Farnham, UK.



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_DESCRIPTION: _EXPERTS/ORGANISERS: **_TIMETABLE:01**

DAY 1: CREATIVE BUSINESS SKILLS

_MEETING LINK >>

10AM GMT

MEETING ID: 812 5355 8106

PASSCODE: 906481



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_DESCRIPTION: _EXPERTS/ORGANISERS: **_TIMETABLE:01**

DAY 1: CREATIVE BUSINESS SKILLS

10 AM

INTRODUCTION TO CREATIVE BUSINESS SKILLS MASTERCLASS

15 min

Facilitator + Trainer

10:15

BUSINESS VISIONING

90 min

- what is a business vision and why is it important
- introduction to mission statement and values
- creating a skills audit and establish the resources required to set up a business
- introduction to creating a business plan and setting goals
- introduction to administration
- introduction to business management including accounting tool kits and managing cash flows
- introduction to pricing products

Break out to work in pairs on core values and goal setting.

11:45

TEA BREAK

12 AM

INTRODUCTION TO MARKETING YOUR BUSINESS IDEA

90 min

- Introduction to marketing and how this all links to 'The Why; and business core values.
- Introduction to the tools needed to market a product and a brand (*written, spoken, imagery, design, styling*)
- Introduction to running a campaign.

Break out session in pairs to discuss running a campaign.

1:30

LUNCH BREAK

2:15

PANEL DISCUSSION AND Q&A

55 min

with case study makers and business expert

Speaker: Rishi Thornhill, Aquanautia (aquanautia.com)

Speaker: Charlotte Bingham - Wallis, From Belo (frombelo.com)

discussion and Q&A

3:15

END



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DAY 2: CREATIVE BUSINESS SKILLS

_MEETING LINK >>

10AM GMT

MEETING ID: 812 5355 8106

PASSCODE: 906481



_fusion: _masterclass: 02

_DESCRIPTION: _EXPERTS/ORGANISERS: **_TIMETABLE:02**

DAY 2: CREATIVE BUSINESS SKILLS

10 AM

REVIEW OF DAY ONE AND QUESTIONS

10 min

10:15

PRESENTING YOURSELF

90 min

- An overview of the various opportunities of where you would present yourself and the skills required to make the all important good impression
- Top tips on communicating your business through written, visual and vocal channels.

Break out session in pairs to discuss running a campaign

11:45

TEA BREAK

12 AM

INTRODUCTION TO LEGAL AND LOGISTICS

90 min

Speaker: Elisabetta Bestetti, Briffa (briffa.com)

- An introduction to IP & Copyright to protect your brand and design ideas.
- An introduction to working overseas
- An introduction to managing contracts

1:30

LUNCH BREAK

15 min

2:15

PANEL DISCUSSION AND Q&A SESSION

55 min

Speaker: Joao Maraschin , (joamaraschin.com)

Speaker: Hannah White (hannahwhitestudio.com)

discussion and Q&A

3:15

END



_notes:

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see you there