



CENTRE
FOR
FASHION
ENTERPRISE

THE CENTRE FOR FASHION ENTERPRISE IS LONDON'S PIONEERING STRATEGIC BUSINESS DEVELOPMENT INITIATIVE THAT INCUBATES, SUPPORTS AND DEVELOPS LEADING EMERGING DESIGNER LABELS IN THE LUXURY AND HIGH END FASHION SECTORS.



Holly Fulton

The CFE has nurtured a roster of international design talent renowned throughout the fashion industry for creating innovative, desirable collections, including iconic names such as Erdem, Richard Nicoll, Marios Schwab and Peter Pilotto; designers recognised for consistently pushing the boundaries and setting the International fashion agenda.



Richard Nicoll

“CFE provides strategic support such as range planning and sales structure.”

RICHARD NICOLL
Financial Times 2009

The CFE's team of industry specialists delivers bespoke support to designers. This may include advice on strategic business planning and brand development, or the focus may be on operational issues such as range planning, production, costings and finance. Design collaborations, fashion show sponsorship, consultancy projects and licensing are delivered through the integral CFE Agency.

CFE-supported designers past and present have received a myriad of high profile accolades, including the inaugural BFC / Vogue Designer Fashion Fund 2010 which was won by Erdem. The British Fashion Awards, Elle Style Awards and ANDAM Awards count among the many other CFE designer honours. Commercial successes include Richard Nicoll and Marios Schwab being appointed Creative Directors of International fashion houses Cerruti and Halston New York respectively.



Mary Katrantzou

The two year Venture Programme provides unrivalled business incubation support and investment for fashion businesses which have been established for at least four seasons. These labels already have a base of impressive stockists, a strong profile at London Fashion Week, and an extensive International press portfolio. Tailored to each business, the Venture Programme focuses on each designer's ambition and vision for their label. Current CFE Venture designers include Meadham Kirchhoff, Mary Katrantzou, Christopher Raeburn, Louise Gray, James Long and Tim Soar. Recent alumni include Hannah Marshall and Jean-Pierre Braganza.



Peter Pilotto



James Long

The six month Pioneer Programme supports earlier-stage labels. They will have been in business for at least two seasons and have secured a number of recognised stockists. They may present their collections within an off-schedule showcase at London Fashion Week, and will have generated some high profile press. The Pioneer Programme provides an analytical review of a designer's business, enabling them to devise a longer term development strategy. Recent recipients of CFE Pioneer support include Sibling, Maria Francesca Pepe, Christopher Shannon, Holly Fulton and Heikki Salonen.

“The Centre for Fashion Enterprise has been instrumental in the acceleration of my business. On a day to day level the strategic and managerial support has helped to ensure that my business is now well organised and confident as we go into the new season.”

CHRISTOPHER RAEBURN
2010



Christopher Raeburn



The CFE Agency assists designers with contractual negotiations and management of commercial projects, including design consultancies, brand collaborations and sponsorships. Equally, the Agency offers brand-enhancing design solutions to international fashion and lifestyle companies thanks to its unique bank of creative talent encompassing CFE designers past and present. Prestigious brands working in partnership with CFE designers include Unilever, Victorinox, Kipling, Nike, Jitrois, Eastpak, J Brand, Blackberry, Disney, Sony, MAC Cosmetics, Diesel, Mackintosh, Reebok, Thomas Pink, Robe di Kappa, Crown Paints, Topshop and Asos.



Tim Soar



Meadham Kirchhoff



Louise Gray

“There is nowhere else I could get the kind of support that’s available here. It could not happen in Paris or anywhere else I know.”

PETER PILOTTO
The Daily Telegraph 2009



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“The Centre for Fashion Enterprise is making a positive impact in London. We understand what it takes to deliver sustainable business growth to London’s fashion designer sector. We know how to develop survival strategies for innovative businesses, and provide confidence, not only to the designers themselves, but also to buyers, financial organisations, manufacturers and the wider fashion industry. People recognise that the CFE really makes a difference.”

WENDY MALEM

Director – Centre for Fashion Enterprise 2010



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