GEORGE DAVIES AND TATTY DEVINE TO HEADLINE AT FASHION EXCHANGE

Monday 9 February, 2015

- George Davies and Tatty Devine co-founder headline speakers
- Top buyers from House of Fraser and Mothercare
- Disruptive brands share their start-up story including tech start-up Grabble
- Jack Wills and The Unseen founders share their start-up journey

Celebrated fashion genius George Davies and hip on-trend jewellery designer - Tatty Devine co-founder **Rosie Wolfenden** - are set to head-up a fantastic line-up of fashionistas at the Fashion Exchange next month/February 24.

Famous for building iconic 80s brand Next, carving a respected designer niche with George at supermarket chain Asda in the 90s, and Per Una at M&S in the noughties, George Davies has recently hinted strongly at his come-back into the fashion world and will be sharing his valuable tips with up-and-coming designers at the event.

Millennial designer **Rosie Wolfenden** will be offering advice around building a top brand in the new century, driving reputation and renown with bold hand-made uniqueness, social media and the brand's relentless chameleon-like design reinvention.

The Fashion Exchange is run by small business network Enterprise Nation.It is part of a series of events aimed at supporting early-stage entrepreneurs.The day-long how-to fashion event is set to be held at the edgy **VeLoft - Ve Interactive**, 3-4 Hardwick Street, Farringdon and includes lunch and refreshments.

Enterprise Nation founder Emma Jones said: "British fashion talent is in abundance, but many designers fail to reach their potential because they don't have the necessary business skills or connections.

"Interestingly, success in the British fashion industry can often rely on knowing the right people and being in the right place at the right time.

"The Fashion Exchange is all about that opportunity to make the kind of contacts young brands need as well as hearing inspirational success stories, picking up tools, skills, contacts, collaborators and ideas needed to kick-start and run a successful retail business."

For details and tickets go to https://www.enterprisenation.com/fashionexchange

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For more details contact or to arrange an interview call Liz Slee on 07540 060112 or email liz@enterprisenation.com

About Enterprise Nation

Enterprise Nation is a small business network with more than 60,000 members. Its aim is to help people turn their good ideas into great businesses – through expert advice, events, networking and inspiring books. Enterprise Nation was founded in 2005 by Emma Jones MBE also co-founder of national enterprise campaign StartUp Britain. She is author of best-selling business books including Spare Room Startup, Working 5 to 9, Go Global and the StartUp Kit. 2015 is the year of membership.

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10am: Welcome

Emma Jones, Enterprise Nation

10.10am: I'm back!

George Davies, Founder of Next, George at Asda and Per Una is heading back to the high street with a new womenswear concept. Hear it hot off the press!

Media:

Related Sectors:

Business & Finance :: Leisure & Hobbies ::

Related Keywords:

Enterprise Nation :: George Davies :: Tatty Devine :: Fashion Exchange :: Start-Ups ::

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10.40am: Selling to Mothercare

Nicola Perring, Global Product Director, Clothing, Mothercare

11.00am: Grabble grabs the fashion market

Joel Freeman is founder of tech StartUp, Grabble, which is taking the fashion market by storm – and signing up big name brands.

11.20am: Coffee

11.40am: Selling to Shop Direct

Zoe Matthews, Head of Womenswear, Shop Direct

12.00: The story of Jack Wills

Peter Williams, co-founder of Jack Wills goes back to the beginnings of what has become a global fashion success story

12.30pm: How to get your site seen and make digital sales

Andy Beale, Head of Digital, F+F

James Davey, former head of ecommerce, New Look

1.00PM: Lunch

2.00pm: The power of collaboration

Hear from two fashion entrepreneurs on how they've made it on the High Street and collaborated with brands from Swarovski to Selfridges

- **Rosie Wolfenden, Tatty Devine**
- **Lauren Bowker, The Unseen 2.20PM: ASOS marketplace as a channel to market Letitia Allman, head of ASOS marketplace outlines how to set up a boutique, be seen, and make sales2.40pm: Oliver Sweeney; the independents and innovation Tim Cooper, Cobbler-in-Chief of Oliver Sweeney offers what the company looks for in new British designers and accessory labels 3.00pm: The Fashion Angel Alison Lewy, Founder, Fashion Angel, shows how to raise funds for your fashion venture3.20pm: Working with agents and distributorsAlison Lewy chairs a panel looking at how to find channels to market via agents and distributors 3.40pm: Selling to House of FraserClaudia Walker, head of womenswear, House of Fraser4.00pm: Press & PR panelPanel of journalists answer questions on how to approach them with brand stories4.30pm: Drinks and close**

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