



DESIGN | MAKE | PROMOTE  
THINK GLOBAL, ACT LOCAL

THE OFFICIAL COVENTRY & WARWICKSHIRE  
NETWORK FOR CREATIVE PROFESSIONALS

# NETWORK GOALS

- TO HELP COMBAT ISOLATION

- MANY CREATIVE BUSINESSES ARE SME'S, SOLE TRADERS OR FREELANCERS WORKING ALONE
- ISOLATION IS **NOT** INSPIRING
- HEALTHY COMPETITION IS GREAT BUT SUPPORT, POSITIVITY AND ENTHUSIASM IS BETTER

- TO BUILD A COMMUNITY OF BUSINESSES & SERVICES WITHIN THE LOCAL AREA

- THIS COULD BE TO LEARN A NEW SKILL, MAKE FRIENDS IN THE INDUSTRY, COLLABORATE & MUCH MORE
- THROUGH CONNECTING & COLLABORATION, WE CAN ALL LEARN NEW TRANSITIONAL SKILLS TO AID OUR OWN PRACTICE'S
- TO LINK MEMBERS OF THE NETWORK TO SUPPORT EACH OTHER, HELPING TO BUILD OUR BUSINESSES

# THE VISION

- TO TAKE A SEED OF AN IDEA AND BUILD IT INTO A TANGIBLE PRODUCT READY FOR SALE, ALL WITHIN THE COVENTRY & WARWICKSHIRE BORDER
- FROM INITIAL CONCEPT, THROUGH DESIGN DEVELOPMENT & PROTOTYPING, TO MANUFACTURE, PACKAGING, STYLING AND PROMOTION

# WHO'S IT FOR?

- CREATIVE PROFESSIONALS: FASHION DESIGNERS, TEXTILE ARTISTS, MANUFACTURERS, PRINTERS, EMBROIDERERS, PHOTOGRAPHERS, GRAPHIC DESIGNERS, CONTENT CREATORS, WEBSITE DESIGNERS, FILM AND MEDIA PRODUCERS, MUSICIANS, BRAND CONSULTANTS, ETC ETC

# HOW DO WE PLAN TO ACHIEVE THIS?

- HOSTING INDUSTRY TALKS BASED AROUND AN ARRAY OF RELEVANT TOPICS
- ORGANISING WORKSHOPS TO BUILD SKILL SETS
- REALISING OUR OWN PRACTICES CAN AID OTHER BUSINESSES & VICE VERSA: NO COMPETITION NEEDED
- THERE IS SO MUCH MORE THAN JUST THE 'CREATIVE' ELEMENT IN OUR WORK. WE CAN SHARE OTHER SIDES TO THE BUSINESS: BUDGET MANAGEMENT, MARKETING, HOW TO WRITE PROPOSALS ETC
- ACKNOWLEDGING THAT COVENTRY & WARWICKSHIRE IS A HOT SPOT FOR CREATIVES. THERE ARE SO MANY MORE BUSINESSES THAN WE ARE AWARE OF. **WE SHOULD CELEBRATE THIS!**

# WHERE ARE WE NOW?

- OUR NETWORK HAS GONE FROM STRENGTH TO STRENGTH OVER THE PAST 12 MONTHS.
- WE HAVE ATTRACTED A DIVERSE RANGE OF BUSINESSES, ALL WITH FASHION & TEXTILE BACKGROUNDS
- WE HOPE TO ATTRACT PROFESSIONALS OUTSIDE OF THE IMMEDIATE 'FASHION & TEXTILE' SECTOR, THIS WILL INCREASE THE POSSIBILITIES OF ACHIEVING OUR INITIAL GOALS

# RE-BRANDING

- INITIALLY KNOWN AS COVENTRY & WARWICKSHIRE'S FASHION & TEXTILE CREATIVE NETWORK
- DROPPING THE FASHION AND TEXTILES OPENS THE NETWORK UP TO ALL LOCAL CREATIVE PROFESSIONALS, CREATING A LARGER POOL OF SKILLS AND EXPERIENCE FOR US TO COLLABORATE AND LEARN FROM
- REBRANDING WILL ALSO GIVE US AN ADVANTAGE WHEN SEEKING FUNDING – MANY FUNDING BODIES ARE EXTREMELY RELUCTANT TO FUND ANYTHING WITH 'FASHION' IN THE TITLE. IT IS NOT OFTEN SEEN AS PART OF THE 'CREATIVE INDUSTRIES'

# APPOINTMENT OF THE COMMITTEE

- WHY DO WE NEED ONE?
    - FOR GROWTH AND LONGEVITY
    - TO BRING FRESH IDEAS
    - TO SUPPORT IN THEIR AREAS OF EXPERTISE
    - FOR TRANSPARENCY IF / WHEN WE SECURE FUNDING
  - COMMITTEE CHOSEN BASED ON THEIR SUPPORT AND ENTHUSIASM FOR THE NETWORK AND FOR THEIR SKILLS AND EXPERIENCE IN BENEFICIAL AREAS
    - SOCIAL MEDIA
    - BRANDING
    - INDUSTRY CONTACTS
    - FUNDING EXPERIENCE
    - INFLUENCE
- 

# MEET THE TEAM

## CREATIVE HUBB

CREATIVE HUBB LIMITED ARE THE FOUNDERS OF C&W CREATIVE NETWORK. BASED IN COVENTRY, WE PROVIDE A PRODUCT DESIGN, PATTERN CUTTING, GRADING AND CONSULTANCY SERVICE FOR THE GARMENT AND SEWN PRODUCTS INDUSTRY. THE TEAM HAVE A BACKGROUND IN FASHION AND A NICHE SPECIALISM IN ENGINEERED TEXTILE PRODUCT DEVELOPMENT, COVERING ALL ASPECTS FROM INITIAL CONCEPT THROUGH TO MANUFACTURING TECHNIQUES.



[WWW.CREATIVEHUBB.CO.UK](http://WWW.CREATIVEHUBB.CO.UK)



FOUNDERS OF THE NETWORK



# MEET THE TEAM

## JAS BHACHU

JAS BHACHU IS BASED IN COVENTRY, WHERE SHE RUNS HER GLOBAL APPAREL & TEXTILE DESIGN CONSULTANCY.

AFTER WORKING FOR SEVERAL YEARS WITH WORLD REKNOWN BRANDS, SHE NOW MANAGES A WIDE RANGE OF COMPLIMENTARY DESIGN SERVICES IN THE FASHION & INTERIORS SECTOR.

WITH OVER 80% OF HER CLIENTS BEING OUTSIDE OF THE UK, SHE HAS A DEEP UNDERSTANDING OF THE INTERNATIONAL MARKETPLACE. HER CORE BUSINESS VALUES ARE FOCUSED AROUND INTENTIONAL DESIGN.

SHE SPECIALISES IN TECHNICAL DESIGN & PRINT DESIGN WHICH INTERLINK WITH END TO END SERVICES SUCH AS; CONCEPT DEVELOPMENT, COLLECTION SCHEMATICS, BUDGET MANAGEMENT, SCALABILITY, MANUFACTURING & PRODUCTION.

SHE ALSO TAKES GREAT JOY IN TEACHING AS THE LEAD LECTURER FOR FASHION TEXTILES AT THE NEW YORK SCHOOL OF DESIGN.



[WWW.JASBHACHU.COM](http://WWW.JASBHACHU.COM)

## EMMALINE VAUGHAN RONSON

EMMALINE IS THE FOUNDER AND 'CREATIVE THINKER' AT THE HELM OF SOURCE LINGERIE.

WITH A CAREER SPANNING 25 YEARS, EMMALINE IS A PRODUCT DEVELOPER AND BUSINESS COACH DEEPLY COMMITTED TO AND PASSIONATE ABOUT, THE INTIMATE APPAREL INDUSTRY.

OVER THE COURSE OF HER CAREER, EMMALINE HAS MANAGED AND BUILT ALL ASPECTS OF SUPPLY-CHAIN, FROM DESIGN AND PRODUCT DEVELOPMENT TO MANUFACTURING, DISTRIBUTION AND RETAIL STRATEGY.

"MY JOURNEY HAS ALLOWED ME TO CREATE SUCCESSFUL RANGES FOR MULTI-CHANNEL RETAILERS TO LUXURY HIGH-END ESTABLISHMENTS. AT EVERY STEP OF THE PROCESS, I HAVE BEEN 'HANDS ON SO I TRULY UNDERSTAND WHAT IT MEANS TO CREATE A SUCCESSFUL PRODUCT."

EMMALINE ALSO BRINGS A PASSION FOR A FORWARD-THINKING AND SUSTAINABLE FUTURE FOR HER INDUSTRY. CONTINUOUSLY SEEKING OPPORTUNITIES TO DRIVE CHANGE, INTRODUCE A COLLABORATIVE APPROACH AND CHAMPION THE AGILITY OF OUR SMALL INDEPENDENT BRAND COMMUNITY.



[WWW.SOURCE-LINGERIE.COM](http://WWW.SOURCE-LINGERIE.COM)

# MEET THE TEAM

## KLEINS HABERDASHERY

SHARON MENDHAM IS THE FOUNDER OF MAVEN PATTERNS AND CO-OWNER OF KLEINS HABERDASHERY.

KLEINS HAS BEEN A FAVOURITE SUPPLIER OF DESIGNER HABERDASHERY AND DEADSTOCK TRIMMINGS TO TOP BRITISH DESIGNERS, COUTURIERS & DESIGNER MAKERS. ALONG WITH COSTUME DEPARTMENTS FOR STAGE & SCREEN INCLUDING THE NATIONAL THEATRE, THE RSC, ENO AND PINWOOD STUDIOS.



[KLEINSHABERDASHERY.CO.UK](http://kleinshaberdashery.co.uk)

## JAMES TAILORING

JAMES TAILORING WAS FOUNDED BY RICHARD MENDHAM WITH THE IDEA OF BRINGING TOGETHER THE VERY BEST ECO HABERDASHERY & SEWING SUPPLIES TO DESIGNERS AND MAKERS ACROSS THE WORLD.

OUR INNOVATIVE PRODUCTS HAVE BEEN DESIGNED TO BE RESPONSIBLE, ETHICAL AND A SUSTAINABLE CHOICE FOR THE FASHION INDUSTRY AND HOME SEWISTS.

WE ARE COMMITTED TO MINIMISING THE ENVIRONMENTAL IMPACT AS MUCH AS POSSIBLE WITHIN THE FASHION INDUSTRY.

WE SOURCE ALL OUR PRODUCTS FROM SUSTAINABLE AND RESPONSIBLE SUPPLIERS WHO SHARE OUR VALUES AND ARE AS PASSIONATE ABOUT CHANGING THE FASHION INDUSTRY AS WE ARE.

GOTS AND OEKO TEX CERTIFICATED ORGANIC ELASTIC, THREADS, FABRIC AND BUTTONS ARE JUST SOME OF OUR GAME CHANGING PRODUCTS THAT ARE REVOLUTIONISING THE WAY CLOTHES ARE MADE.

[JAMESTAILORING.CO.UK](http://jamestailoring.co.uk)





# MEET THE TEAM

## ANGELA ARMSTRONG



ANGELA IS PROGRAMME DIRECTOR AND ASSISTANT PROFESSOR FOR FASHION AT COVENTRY UNIVERSITY.

SHE IS PASSIONATE ABOUT SUSTAINABILITY, SMART TEXTILES, CUTTING EDGE MANUFACTURING PROCESSES AND CREATIVE PATTERN CUTTING.

ANGELA HAS A WEALTH OF EXPERIENCE AND CONNECTIONS IN THE CREATIVE INDUSTRIES SECTOR AND WILL SUPPORT THE NETWORK WITH FUNDING OPPORTUNITIES, PROMOTION AND HOSTING THE NETWORK EVENTS..



## JULIA O'CONNELL



JULIA IS A TEXTILE ARTIST LIVING AND WORKING IN COVENTRY BUT ALSO RUNS THEATRE ABSOLUTE.

SHE IS THE COMPANY'S PRODUCER AND TASKS INCLUDE BUDGETING AND RAISING FUNDS FOR NEW PROJECTS, MANAGING CREATIVE AND ARTISTIC TEAMS, LEADING PROJECT MARKETING CAMPAIGNS AS WELL AS SUPPORTING AND MENTORING OTHER ARTS ORGANISATIONS, WRITERS AND ARTISTS IN AND AROUND COVENTRY.

SHE IS ABLE TO SUPPORT THE NETWORK WITH STRATEGIC THINKING AND BID WRITING - THE LATTER WITH A FOCUS PRIMARILY ON PROJECT BUDGETS, PARTNERSHIP DEVELOPMENT AND ENGAGEMENT OPPORTUNITIES.



[WWW.JULIAOCONNELL.CO.UK](http://WWW.JULIAOCONNELL.CO.UK)  
[WWW.THEATREABSOLUTE.CO.UK](http://WWW.THEATREABSOLUTE.CO.UK)

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