

# NEWS RELEASE

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## ELSBC clients to strut their stuff at London Fashion Week

In the midst of the frenzy surrounding London Fashion Week, with new trends and catwalk history to be made, East London Small Business Centre (ELSBC) has been advising some of the emerging fashion designers in readiness for showing their collections.

London fashion Week, taking place 18<sup>th</sup> - 23<sup>rd</sup> September, will showcase several fashion entrepreneurs who have been getting business support from ELSBC – the UK's oldest enterprise support agency.

Ada Zanditon, a 25 year old London College of Fashion graduate, came to ELSBC April 2009, needing help not with her fabulous and eco-friendly womenswear creations, but with her business plan.

Ada said: "I came to ELSBC because I needed help with writing and implementing my business plan. David Watts, ELSBC's fashion business advisor, has been an immense help in helping me create a business strategy and creative design that are streamlined and complimentary to my brand Ada Zanditon."

Fast forward to September 2009, Ada became one of the four designers chosen to showcase their Spring/Summer 2010 collection at this year's Vauxhall Fashion Scout, as part of their One's To Watch programme. Ada will also be exhibiting at this year's Esthetica show, taking place at 180 The Strand, as part of London Fashion Week.

For future fashion designers Ada advises: "Young designers really need to consider developing ethical designs, as sustainability is becoming increasingly important in the industry."

Another ELSBC client, Christopher Raeburn will also be showing his collection at Esthetica.

Meanwhile, Dean Quinn, a 23 year old Central St Martins graduate, came to ELSBC wanting help with his business model. Having already gained exposure through his impressive Blade Runner inspired BA collection this summer; Dean needed to work on his business strategy and was referred to ELSBC's services by an industry leader.

Dean is also one of the lucky designers chosen by Vauxhall Fashion Scout, where he will show his Spring/ Summer 2010 collection with a catwalk show.

David Watts, who has been working with these talented young designers said: "British design talent is both admired and respected around the world. It is a privilege to work alongside these creative talents and help them shape and grow their fashion businesses for the future."

**Ends**

## Editors Note

- 1) East London Small Business Centre is dedicated to supporting disadvantaged communities in east London set up and develop businesses. It was set up in 1978, and since its establishment has helped over 10,000 entrepreneurs reach their potential.
- 2) ELSBC is a not for profit organisation and is supported by major UK and international Companies; Local Authorities; National & European funded programmes and organisations who are committed to helping create jobs and increase prosperity in east London
- 3) ELSBC runs a fashion sector specific business support project funded through the European Regional Development Fund.

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