

MAIN STAGE

Day 1: Sunday 23rd July 2017

11.00-11.30	<p>Main stage catwalk The main stage runway show presents a line-up of the key fashion trends of the season from inspirational designers</p>
11.45-12.15	<p>WGSN Exclusive Womenswear S/S 18 Buyers' Briefing WGSN's experts will share perspectives on the key looks, colours, shapes and fabrics that will be huge in Spring Summer 2018. This womenswear fashion forecast is an essential session for buyers, stylist and designers. Sara Maggioni, Director – Retail and Buying, WGSN</p>
12.30-13.00	<p>Strength in numbers- Effective ways of working with like-minded indies that will improve your business</p> <ul style="list-style-type: none"> • Are you ready to be a part of the UK's biggest retail network? You're entrepreneurial, and proudly independent, but that doesn't mean you have to do everything alone. • BIRA has invited a truly inspirational retailer to the stage for this 30min Q&A seminar. Hear how they stand out in their community and benefit from collective strength as a BIRA member, sharing ideas as well as expertise with likeminded retailers. <p>Sarah Arnesen, Head of Marketing PR and Events, British Independent Retailers Association (bira) Rachel Riley, Owner and Founder, Rachel Riley</p>
13.15-13.45	<p>Main stage catwalk The main stage runway show presents a line-up of the key fashion trends of the season from inspirational designers</p>
14.00-14.30	<p>Emerging Retail Trends: How pop-ups are contributing to the changing face of retail</p> <ul style="list-style-type: none"> • Challenges for emerging brands and retailers, and the decision to invest in a pop-up • Economic benefits e.g. % increase in sales and expanding your business with new staff • Creating an exciting shopping experience, and how social media has played a part to drive business • Creating an opportunity to test new products and locations • Creating new partnerships and how to identify new customers • How pop-ups have given brands and online retailers the confidence to invest in 'bricks and mortar' – The process, timeframes, legal aspects • Why have a pop-up if you are already established? • Common mistakes and success stories <p>Alice Ratcliffe, Brand Lead, Appear Here Julie Macauley, Founder of John + Pearl</p>
14.40-15.10	<p>Brands born in the digital age</p> <ul style="list-style-type: none"> • Marketing your brand in order to keep it in the public eye • Finding and staying within the confines of a marketing budget • Engaging your demographic and forging successful collaborations • Using PR to gain product placements, endorsements and awareness <p>Ben Allingham, Head of PR and Marketing, Just Hype and Founder of Pineapple PR</p>
15.20-15.50	<p>Keynote Address by Dr Pam Hogg, Fashion Designer</p>
16.00-16.30	<p>Main stage catwalk The main stage runway show presents a line-up of the key fashion trends of the season from inspirational designers</p>

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MAIN STAGE

Day 2: Monday 24TH July 2017

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11.45-12.15	<p>WGSN Exclusive Womenswear S/S 18 Buyers' Briefing WGSN's experts will share perspectives on the key looks, colours, shapes and fabrics that will be huge in Spring Summer 2018. This womenswear fashion forecast is an essential session for buyers, stylist and designers. Sara Maggioni, Director – Retail and Buying, WGSN</p>
12.30-13.00	<p>Panel Discussion: Getting to grips with the technical side of fashion – from design to retail and e-commerce A discussion about the innovations taking place in fashion technology and the trends and opportunities they present for retailers. Panellists: Darryl Bannon, Director, Darryl Bannon Consulting Limited Matthew Blakemore, CEO, Looks Good on Me Limited Dessy Tsoleva, Director, Utelier.com</p>
13.15-13.45	<p>Main stage catwalk The main stage runway show presents a line-up of the key fashion trends of the season from inspirational designers</p>
14.00-14.30	<p>Style and trend led workshop - The importance of building a core capsule wardrobe Join us for this interactive style and trend led workshop that incorporates body types and body confidence, and includes the importance of building a core capsule wardrobe. Discussing:</p> <ul style="list-style-type: none"> • How to style multiple body types using capsule wardrobe pieces. • Current trends and trend led pieces to demonstrate how to 'style' capsule pieces to create fashion forward looks. • Customer service tools and tips as takeaways – How to sell your product, but up-sell too, which is essential to business growth. <p>Kalee Hewlett, Fashion Expert, Stylist & Host</p>
14.40-15.10	<p>The fundamentals of Visual Merchandising</p> <ul style="list-style-type: none"> • The tools of visual merchandising are not limited to the field itself • The psychology factor of visual merchandising plays a large part in the daily life of a consumer • Once you have understood the 'why' of visual merchandising, which lends itself to stores, advertisements and performing arts, it will change the way you view content • Knowing how to deconstruct a display by understanding the symbolism of colour and layout is a real asset <p>Maria Burrowes, Freelance Visual Merchandiser</p>
15.20-15.50	<p>Keynote Address by Henry Holland, Fashion Designer & Entrepreneur Interviewed by Laura Weir, Editor, ES Magazine</p>
16.00-16.30	<p>Main stage catwalk The main stage runway show presents a line-up of the key fashion trends of the season from inspirational designers</p>

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Day 3: Tuesday 25TH July 2017

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11.45-12.15	<p>WGSN Exclusive Womenswear S/S 18 Buyers' Briefing WGSN's experts will share perspectives on the key looks, colours, shapes and fabrics that will be huge in Spring Summer 2018. This womenswear fashion forecast is an essential session for buyers, stylist and designers. Sara Maggioni, Director – Retail and Buying, WGSN</p>
12.30-13.00	<p>How to make Pinterest work for your business</p> <ul style="list-style-type: none"> • What is Pinterest & what is the benefit to retailers? • How to engage with your consumers effectively • Ideas on how to leverage Pinterest in-store <p>Bindi Ghai, Partner Manager, Pinterest UK Grace Gordon, Fashion Designer & Entrepreneur</p>
13.15-13.45	<p>Main stage catwalk The main stage runway show presents a line-up of the key fashion trends of the season from inspirational designers</p>

SPIRIT STAGE

Day 1: Sunday 23rd July 2017

11.15-11.45	<p>Experience is king in the world of social media, not content Join us for this interactive Q&A to discuss:</p> <ul style="list-style-type: none"> • How to develop a USSP - Unique Social Selling Point • Not all social media is truly social – Explore the differences between social broadcasting and genuine social content • Importance of social intuition - What qualities make someone a good social media professional? • The rise of the micro-influencer - How to use this form of marketing <p>Lisa Maynard-Atem, Social Media Manager, Harrods Limited Interviewed by Graeme Moran, Head of Content: Fashion and Features, Drapers</p>
12.00-12.30	<p>Spirit catwalk Showcasing the latest designs from a mix of stylish labels aimed at a trend-led audience</p>
12.45-13.15	<p>Steps for success and progress with activewear and bodywear</p> <ul style="list-style-type: none"> • Gain valuable insights into the activewear and bodywear industry • Steps for creating a suitable and successful route to market • Advice to help you incorporate a capsule collection in store and online • Design processes including design details and components • Trends, fabrics and colour palette development to aid your collection <p>Nichole de Carle, Lecturer at London College of Fashion for Activewear, Lingerie & Swimwear Design</p>
13.30-14.00	<p>How to create engaging content for your blog and social media</p> <ul style="list-style-type: none"> • Techniques to attract new followers, and get audiences engaged and returning • How to create beautiful imagery with limited time and expertise – Tips on lighting, editing and keeping things consistent • Analyse the effectiveness of your content – The best and safest apps and services to use • Streamline the process – What should you prioritise, and how to manage a full time job alongside your blog and social media • Outsourcing – This can be a retailer or bloggers best friend <p>Mitchell Webb, Founder and Writer, Thefashionwebb.com</p>
14.30-15.00	<p>Spirit catwalk Showcasing the latest designs from a mix of stylish labels aimed at a trend-led audience</p>
15.20-15.50	<p>Keynote Address taking place on Main Stage</p>
16.00-16.30	<p>Social Media: The Risks, Rewards and Consequences for Fashion</p> <ul style="list-style-type: none"> • Hear how top global fashion use social media to reach new consumers; explain their brand (Burberry); re-invent their history (Chanel); and burnish their image (Gucci) • How Armani differentiates all his labels on differing social media • How independent are bloggers and journalists? How much influence do they really have and how much is for sale? Are ambassadors more cost effective than models or movie stars? • Instagram as a designer tool - Creative directors no longer just design, they are obliged to be social media stars too • Case studies including how Olivier Rousteing helped double the value of Balmain via Instagram <p>Godfrey Deeny, International Editor-in-Chief, FashionNetwork.com</p>

SPIRIT STAGE

Day 2: Monday 24th July 2017

10.30-11.00	<p>Maximising your potential: Creating a successful online fashion retailer</p> <p>Discussing:</p> <ul style="list-style-type: none"> • Thoroughly understanding your customer and how they're changing • How to make the most of your resources, from money to time, however limited they are • Building a strong brand identity and how to communicate it effectively, in order to grow • How to create successful networks and collaborations – challenges and successes <p>Jacynth Bassett, Founder, the-Bias-Cut.com</p>
11.15-11.45	<p>Working in Harmony – Brands and Bloggers</p> <p>An interactive discussion about how to identify an influencer to collaborate with, how to work with them successfully and measure their effectiveness, discussing:</p> <ul style="list-style-type: none"> • How to approach collaborations, gifting and negotiate terms • How to get the look and feel of the product placement online right for you and the influencer - photography, content, style of writing, graphic design • How to communicate effectively, overcome any challenges, and ensure a positive ongoing partnership • How to maintain authenticity with paid content <p>Moderator: Marie Louise Pumfrey, Co-Founder, The F Club</p> <p>Panellists: Mary Moran, Founder and CEO, ILU Alex Light, Fashion Editor, whatalexwears</p>
12.00-12.30	<p>Spirit catwalk</p> <p>Showcasing the latest designs from a mix of stylish labels aimed at a trend-led audience</p>
12.45-13.15	<p>WGSN Exclusive Menswear S/S 18 Buyers' Briefing</p> <p>WGSN's experts will share perspectives on the key looks, colours, shapes and fabrics that will be huge in Spring Summer 2018. This menswear fashion forecast is an essential session for buyers, stylist and designers.</p> <p>Sara Maggioni, Director – Retail and Buying, WGSN</p>
13.30-14.10	<p>Lessons in success: How independent retailers can survive and thrive</p> <p>Join us for this interactive session with three thriving indies, each running successful bricks and mortar stores, alongside their online businesses. Shortlisted for Drapers Footwear Award 2017 in the category, Independent Footwear Retailer of the Year, they will reveal how to maintain a thriving business, understand customer needs, select the right product ranges and overcome major challenges along the way.</p> <p>Moderator: Lauretta Roberts, Editor-in-Chief, The Industry London</p> <p>Panellists: Eleanor Farrelly, Buying Manager, Bells Shoes Samuel Perry, Head of Sales, Envee of Monmouth Hannah Holmes, Owner, Room for Shoes</p>
14.30-15.00	<p>Spirit catwalk</p> <p>Unmissable collections from Spirit Young Fashion take to the runway, alongside emerging designers in the 'Launch at Spirit' scene</p>
15.20-15.50	<p>Keynote Address taking place on Main Stage</p>

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16.00-16.30	<p>Why Do Fashion Better: The Business Case for Sustainability</p> <p>What evidence is out there for fashion businesses to embrace sustainability?</p> <ul style="list-style-type: none"> • Consumers: do they care? • Stakeholders: trends around transparency in the industry • Futureproofing: who's investing in sustainability and how's it paying off? <p>Moderator: Tamsin Lejeune, CEO, Common Objective and Founder of the Ethical Fashion Forum</p> <p>Panellists: Richard Mkoloma, Freelance Designer, Previously worked as Senior Designer for Adidas, Puma, and Fila Marko Matysik, Contributing Editor for Vogue China & Japan</p>
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SPIRIT STAGE

Day 3: Tuesday 25TH July 2017

10.30-11.00	<p>Adding value to your range: Sourcing and selecting fibres and fabrics</p> <ul style="list-style-type: none"> • Trends in sourcing fibres and fabrics • Fast Fashion and Slow Fashion • Improving quality and how to add value to your range • Sustainable fibres and fabrics • Educating the customer: How to communicate the benefits of different fibres and fabrics to your customers <p>Janet Wilson, CText FTI, Lecturer for London Artscom Ltd., London College of Fashion</p>
11.15-11.45	<p>Bloggers Guide: How to work with influencers</p> <ul style="list-style-type: none"> • Placing value on the space of socials - How to identify the right influencer for your brand • Working with influencers – Gifting and what to incorporate in a contract? • How to effectively communicate with your influencer • Understand the challenges that influencers face to build better, long term relationships • Clarity of end goals and how to analyse your influencer's impact <p>Moderator: Paul McGregor, Founder and Editor, Mens Fashion Magazine</p> <p>Panellists: Rowan Row, Fashion, Fitness, Lifestyle Blogger Ben Heath, Founder and Editor of Twenty First Century Gent Fashion Jamie Cullen, Fashion , Grooming and Lifestyle Blogger</p>
12.00-12.30	<p>Spirit catwalk</p> <p>Showcasing the latest designs from a mix of stylish labels aimed at a trend-led audience</p>
12.45-13.15	<p>How to turn your passion into a successful business</p> <ul style="list-style-type: none"> • The big idea – the initial concept (your USP, customer & competitor research) • The essentials of getting started – how to put together your business plan and long-term strategy • The hit-list – the step by step guide to action your concept • The high & lows - what to expect • The day job - the reality of life as a boss • Reflecting with hindsight – how to recognise and react quickly to necessary changes post launch <p>Olivia Cantillon, Director, Ownthelook.Com</p>

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13.30-14.00	<p>How the Fashion Retail Academy works with Retailers</p> <p>Head of Curriculum and Quality at the Fashion Retail Academy awarded Outstanding by Ofsted in September 2017 will discuss their unique relationship with industry and current curriculum developments including Fast Track Degrees launching in September. She will be joined by a key retailer partner to explore the integrated industry touch points students benefit from.</p> <p>Saskia Niderost, Head of Curriculum and Quality, Fashion Retail Academy Janine Jenkinson, Head of Talent Acquisition and Retail HR, River Island</p>
14.30-15.00	<p>Spirit catwalk</p> <p>Unmissable collections from Spirit Young Fashion take to the runway, alongside emerging designers in the 'Launch at Spirit' scene</p>

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