



FASHION SCOUT LONDON

THE INTERNATIONAL SHOWCASE FOR FASHION PIONEERS

MASTERCLASSES

TUESDAY 20TH FEBRUARY

09:00-09:30

Registration and coffee

9:30-11:00

Setting Up a Business Start-up, What You Need To Consider Before Going Solo

By Jan Miller

11:15-13:00

Strategic Branding, Innovation and Value Creation

By Abudullah Abo Malhim

13:00 -13:30

*Lunch**

13:30-15:00

How to Understand Trends and Maintain Creative Originality

By Geraldine Wharry

15:00-16:30

How to Attract Buyers and Build On Your Stockists

By Hannah Middleton

16:30 - 16:45

Coffee and tea break

16:45-18:30

Range Planning and Internationalisation

By Hannah Middleton

WEDNESDAY 21ST FEBRUARY

09:00-09:30

Registration and coffee

09:30 - 11:00

Financial planning and growth

By Jan Miller

11:15-13:15

Show PR, Attracting Media and building relationships

By Chimere Chisse

13:15-14:15

*Lunch**

14:15-16:15

Catwalk vs Presentation, Producing Memorable Shows and Guide to International Exhibitions

By Martyn Roberts & Paul Alger

16:30-17:45

Production and Sales / Wholesale

By Mark Dodds

17:45 - 19:30

Drinks and Networking

FASHION SCOUT

SUPPORTED BY

TONI & GUY  **KRYOLAN**
PROFESSIONAL MAKE-UP

MAYOR OF LONDON

PROGRESS
Professional Steamers

**A light lunch and refreshments will be provided.*