

# GENERATION NOW

## Fashion Enter: new store

JOYCE THORNTON, WGSN 26.10.07

**UK not-for-profit organisation Fashion Enter recently opened a new store in Barking on the outskirts of London. The shop offers fledgling design businesses in fashion and accessories a first foot on the ladder to retail success. WGSN reports.**

MP Margaret Hodge MBE attended the store opening in September at the Vicarage Fields Shopping Centre. Initial reaction from the public was overwhelmingly positive, and customers are continuing to happily part with cash for Fashion Enter's offer of **special limited-edition and one-off pieces**.



New store front



MP Margaret Hodge MBE attends the store opening

The new store follows on from the success of Fashion Enter's first venture in the Centrale shopping centre in Croydon. Opened in April last year, the Croydon store has continued to thrive and Barking looks set to match, if not outstrip, that success.

As well as the boutique showcases, **Fashion Enter supports young design businesses with realistic business advice and access to their online community.**

## Catherina Eden



Catherina Eden

Typical of Fashion Enter's latest selection is **Catherina Eden**, a young Finnish designer working in the UK, who established her own label last year. Making **sexy, figure-skimming dresses** inspired by a hectic, lively London lifestyle, the collection centres on subtle colours of cream, gold and soft olive, punctuated with classic black.

## Shyamoki

### Fashion Enter

- Fashion Enter was created by **Jenny Holloway** following the closure of the government-funded London Fashion Forum. Holloway was determined to continue supporting new fashion design businesses and so created this **not-for-profit** organisation. Fashion Enter now has over 1,000 registered members.
- As well as Fashion Enter, Jenny Holloway runs the UK-based fashion web portal, Fashion Capital, and is very involved in **Profile**, an exhibition, catwalk show and competition for young designers, now in its eighth season.
- Profile is running alongside next month's **Fashion Expo** event at London's **Business Design Centre in Islington, November 5-6**.
- Profile is sponsored by UK retailer Hobbs, and is also supported by Whistles, who have pledged to feature the winner of the New Designer award in their flagship store windows in the spring.
- The Fashion Expo event aims to create a forum to **showcase young designers**, while offering them **practical opportunities to connect with manufacturers and meet more potential buyers**.
- Along with the exhibition and catwalk shows at Fashion Expo, there will be **free workshops with industry speakers, covering subjects such as ethical trading, effective production and exporting**.

[www.fashion-enter.com](http://www.fashion-enter.com)



Shyamoki

[www.fashion-expo.com](http://www.fashion-expo.com)

This new label is the work of **Shyamoki Das**, a London College of Fashion graduate. Vibrant Indian culture is at the heart of this debut collection. The **use of Indian handicrafts is key to the look** and Das is currently **working with not-for-profit organisations** in Gujarat in India.

## Ethika



Ethika

Pakistani born **Rubana Ahmad** is the designer behind **Ethika**. Ahmad uses a network of skilled workers in Pakistan and Ethika produces beautifully made, limited-edition pieces. These are **handcrafted, using appliqué, cut-work, hand-embroidery, beading and French seaming, and sometimes traditional hand-block printing**. Designs are an East-meets-West fusion of ideas.

Ahmad is passionate about supporting the communities she works with and committed to **doing something positive to help some of the poorest people in Pakistan**, donating 25% of Ethika's profits to an orphanage there.

## Joe Blake



Joe Blake

**Sexy, urban style** is key to the small womenswear label **Joe Blake**. The current collection makes a strong statement with lots of **short, bold pieces with a strong use of metallics**.

## Stateless



Stateless

**Stateless** is a menswear label that concentrates on **stylish, modern, wearable pieces**.

Designer **Rai Ahmad** is aiming for the collection to stand out from the often bland choices available to men. Ahmad, who came to Britain as a Kurdish refugee aged 10, is finally realising his fashion ambitions, having been frustrated at the lack of originality on offer elsewhere. The designer has a creative background in the fields of graphic design and animation.

## Accessories



Poupazis

Fashion Enter also currently offers a fresh take on accessories, including jewellery. Funky pieces from **Poupazis** use bold design and **uncompromising bright colour flashes**, often mixed with the coolness of silver. However the collection also includes more traditional pieces, and the company will also make to order.



Chicurela



Jaya Accessorize



Jaya Accessorize

Other notable accessories on offer at Barking include the colourful leather bags from **Jaya Accessorize** and decorative peices from **Chicurela**, a label that uses unusual **salmon-skin leather** alongside more conventional materials.

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