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## Profile - A National Event?

Posted by Jenny Ogden (imported from previous forums) - 2003/03/11 12:38

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The Profile event held on 20th February 2003 was a womenswear exhibition, catwalk show and competition whereby the winner, I-SAW, received space at House of Fraser. Would you like to see this become a national fashion show with regions holding heats and the winner from each heat exhibiting at the final in London? It's time for all designers to have a chance - let's put UK fashion on the map. Let us know what you think!

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## Absolutely Yes!

Posted by Jemima Yogan (imported from previous forums) - 2003/03/11 15:00

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I think it's a fantastic idea to have regional competitions and then a final London contest for new designers. It was a fantastic event the first time!

So please, yes, make it happen through the London Fashion Forum.

Jemima Yogan

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## Re: Profile - A National Event?

Posted by Paulo da Cunha (imported from previous forums) - 2003/03/14 09:52

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I just want to say a big thank you for the show. I was very impressed with the high standard of organisation, presentation and designs, the models and routine were outstanding

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## Re: Absolutely Yes!

Posted by Jennifer Holloway (imported from previous forums) - 2003/03/14 10:12

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Thanks for the comments....and the vote of confidence for the London Fashion Forum (LFF).

Actually what is important here is the event itself and the exposure for the designers. It is key to have a regional heat of a national fashion show that is organised by local organisations who know their area, their designers, their manufacturers etc. This is the right way to go!

Designers need support and support that is affordable. By having a regional fashion show the designers will receive local exposure and PR. Local retailers will see the designers collections and hopefully place orders. The designer in turn needs to manufacture their collections and "normally" this goes to local CMT units and manufacturers. This is exactly what has happened with Yvonne Ntiamoah of Konadu.

As a direct result of the Profile Event on November 20th Yvonne has received an order from a retailer Coabra. In turn Yvonne will be fulfilling this order through local London CMT units. THIS IS WHAT IT'S ALL ABOUT....pure and simply BUSINESS!

It doesn't really matter who organises the national fashion show. In fact I can think of a host of suitable BSO's (business support organisations) that could implement this national fashion show concept. What is important is that the event actually happens and materialises....and EVERYONE works together to make a country wide fashion show a reality.

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## Re: Profile - A National Event?

Posted by Mike Fox (imported from previous forums) - 2003/03/14 10:34

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The Profile event in London was an ideal networking opportunity. We were able to link with other support

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organisations, designers, and manufacturers and show how business and technical skills in the fashion and clothing sector can be improved.  
If the Profile concept of an integrated fashion show and exhibition were extended nationally this would enable us to build interest in the skills agenda across the country and ensure that skill needs are identified and satisfied in all areas with consequent improvements in capacity and competitiveness

Mike Fox

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### Re: Absolutely Yes!

Posted by Yvonne Ntiamoah (imported from previous forums) - 2003/03/14 11:38

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Because of the Profile show i have gained the respect of old and new customers/buyers.

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### Re: Profile - A National Event?

Posted by Ali Hussein (imported from previous forums) - 2003/03/14 13:15

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New Nest has just started working with small quality desingerdockets and a national fashion show would make a major impact for small CMY units. Lets get a national fashion show organised sooner rather than later

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### Re: Profile - A National Event?

Posted by Geoffrey Oak (imported from previous forums) - 2003/03/14 14:22

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I think is a great idea and I would fully support any national initiative that is developed

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### Re: Profile - A National Event?

Posted by Amy Roberts (imported from previous forums) - 2003/03/19 11:18

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From Amy Roberts on behalf of Michael Quinnen - designer.

This is the first time I've ever done a catwalk show in London. It's pure theatre and it's what's fashion is all about. Heartfelt thanks to the LFF for this great opportunity

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### We are monitoring the site

Posted by JenniferHolloway - 2006/10/14 10:06

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