

Fashion-Enter Ltd Executive Bios

Jenny Holloway – CEO



Jenny Holloway has been working in the fashion industry for over 35 years in both the private and public sector. Initially she was a buyer for Littlewoods, M&S and then a senior buyer for the Arcadia group. Jenny then opened her own brand for ten years which included retail boutiques, party plan, wholesaling to major retailers such as John Lewis and had excellent export accounts in the Middle East.

In 2000 Jenny commenced a consultancy business and was approached to be an Industry Advisor on Government funded initiatives which proved to be highly successful such as the London Fashion Forum. Then in March 2006 Jenny incorporated Fashion-Enter Ltd which is today an award-winning social enterprise that combines manufacturing excellence with a training academy for technical skills. Operating over five sites FEL currently employs almost 200 people

Caroline Ash – Production Director



Caroline has over 30 years' experience in production management. She is a highly experienced production coordinator, sourcer and product developer with strong problem solving and analytical skills, delivering finished product that meet lead times, quality expectations and ethical requirements.

She has been Head of Production for various companies supplying the High Street making soft separates, dresses, tailoring, jersey and outerwear and has manufacturing experience in China, Turkey, Romania, Morocco, Bulgaria, Egypt as well as the UK.

Caroline joined Fashion-Enter Ltd in 2013.

Jenni Sutton – Development Director



Jenni joined the company in 2006 when Fashion-Enter was incorporated and started her career as a paid intern. Jenni has played a major role in the development and growth of FEL working on a wide cross section of bids and funding streams ensuring that the company has successfully diversified and developed into what it is today.

Jenni has represented FEL on many international trips and trade missions including South Africa, Latvia, Turkmenistan and Copenhagen. More recently Jenni was the guest at the Fashion Finest conference in Nigeria as headline speaker discussing ethical British garment manufacturing. Today Jenni manages all new development areas of the business and works with major programs such as the £10m Good Growth Funded Program for the FC Designer Workspace and retail outlet for Islington local designers and entrepreneurs. Jenni coordinates all marketing activity across websites and social media platforms and actively engages with the Fashion Technology sites and campuses.