

FASHION-ENTER

The Sustainable Future of Fashion

Fashion- Enter Ltd was incorporated in March 2006.

The team comprises of:

Jenny Holloway – CEO

Beth Davy-Day – Creative & Operations Director

Claire Solley – Technical Director

Callum Holloway - Technology Director

Caroline Ash – Production Director

TJ Hussein - HR & Compliance Director

Chris Toumba – Factory Manager

Lan Leeder - Head of Education

Jenny Holloway established Fashion-Enter after the closure of the London Fashion Forum which was a London Development Agency funded programme that lasted six years from 2001-6.

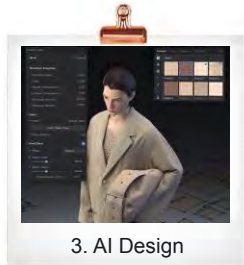
There are under 60 employees now at Fashion-Enter.





Fashion-Enter Ltd (FEL) is an award-winning social enterprise which is a center of ethical garment manufacturing with a leading status in the Fast Forward audit and is also SMETA audited. FEL has a minimum order quantity of 1 for their Fashion Studio service and currently produces up to 5,000 garments a week for speed of response fashion from their factory in Haringey, North London.

Clients include Nbrown, Very.com, Community Clothing, Vivien of Holloway and brands such as Louisa Parris and Gormely and Gamble.



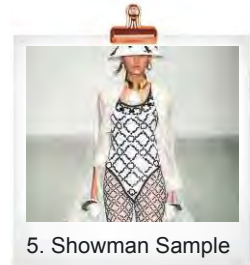
3. AI Design



2. Local Fabric Sourcing



4. Sample & Fitting



5. Showman Sample

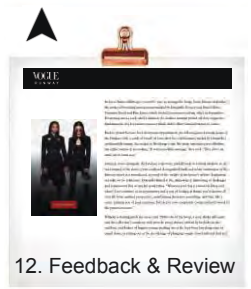


6. Customer Order

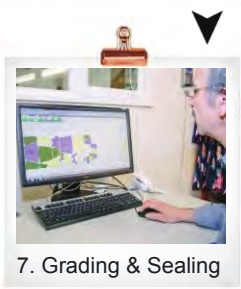


1. The Idea & Design

THIS IS WHAT WE DO!



12. Feedback & Review



7. Grading & Sealing



11. Delivery



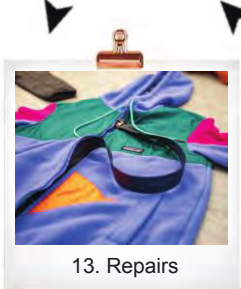
8. Fabric Printing



10. Fulfillment



9. Production



13. Repairs

FEL has three mission statements

- + **Excellence in Manufacturing:** To be a premier centre for design, pattern making, grading, and production, offering bespoke services from a single sample to large-scale manufacturing of up to 5,000 garments per week.
- + **Excellence in Education:** To be a leading centre for education and training across our sites in Haringey, Islington, and Leicester, offering qualifications from Level 1 to Level 5, along with apprenticeship opportunities.
- + **Supporting Emerging Talent:** To nurture, grow, and develop emerging fashion talent across the UK, providing the resources and support needed for success in the fashion industry.





Production Capabilities

Our London factory produces up to 5,000 garments weekly, with a minimum order of 300 units. Clients include Gymshark, Simply B, Very.com, Community Clothing, JD Williams, and Vivien of Holloway.

Atelier orders range from 200-499 units, specializing in premium garments like silk blouses and tailored items.

The Fashion Studio handles orders of 1-199 units for luxury pieces featuring French seams, fine pin hems, and metal hardware, with clients such as Gormley and Gamble, Louisa Parris, and start-up brands.

We are expanding with a new studio in Leicester and are the only UK company holding leading ethical and technical audits, including Fast Forward and SMETA certifications.



THE PROBLEM

The UK and Europe face immense challenges from the fast fashion industry. Clothing production doubled globally between 2000 and 2015, with much of this contributing to **442kg of CO₂ emissions per person per year**. If no action is taken, global clothing waste is projected to reach **160 million tonnes annually by 2050**.

The 6Rs represent practical, impactful solutions to transform the industry. By embracing sustainable manufacturing and encouraging consumer behaviour change, we can collectively reduce the environmental toll of fashion. Let's act now to redefine how apparel is produced, consumed, and discarded.



The Solution – Circle8

- **A Game-Changing Solution:** The Circle8 Creative Catalyst Fund addressed the challenge of aligning manufacturing practices with sustainability goals.
- **Circle8 Creative Catalyst Fund Success:** Completed in 3 months (half the planned timescale) in 2024.
- **Strategic Pivot:** Enabled a focus on the **6 R's of Sustainability** (Recycle, Reprocess, Redistribute, Repair, Recommercialise, Repurpose).
- **Innovative Outcome:** Supported the launch of new recommercialised product lines.
- **Sustainability Commitment:** Strengthened FEL's position as a leader in ethical and sustainable manufacturing.



The 6Rs of Fashion Sustainability

1. Repurpose
2. Repair
3. Reprocessing
4. Recycle
5. Reduce
6. Recommercialise



the Rolling Stones



1. Repurpose

Fashion-Enter Ltd (FEL) champions sustainability by converting deadstock into commercially viable products. This reduces waste while generating new revenue streams for brands.

With over **650,000 tonnes of UK textiles diverted to reuse and recycling annually**, initiatives like FEL's help decrease the **711,000 tonnes of clothing** discarded in household waste bins each year, 49% of which ends up incinerated or in landfills.

2. Repair

Through partnerships with organizations like The United Repair Centre, FEL repairs garments for brands such as Patagonia and Lululemon, ensuring longer product lifespans. In the UK, extending the life of garments by just nine months could reduce carbon, water, and waste footprints by **20-30%**.





3. Reprocessing

FEL supports reprocessing services, including relabelling and resolving small production issues that can impact large orders.

By addressing these faults early, waste is minimized. For example, brands like Gymshark have utilized these services to salvage orders that would otherwise contribute to excess stock.

4. Recycle

The UK generates **1.42 million tonnes of new textile products annually**, but only a fraction is recycled. FEL recycles factory offcuts into educational resources for the Fashion Technology Academy. Initiatives like these address the fact that **84% of discarded textiles are incinerated**, significantly reducing the waste stream.



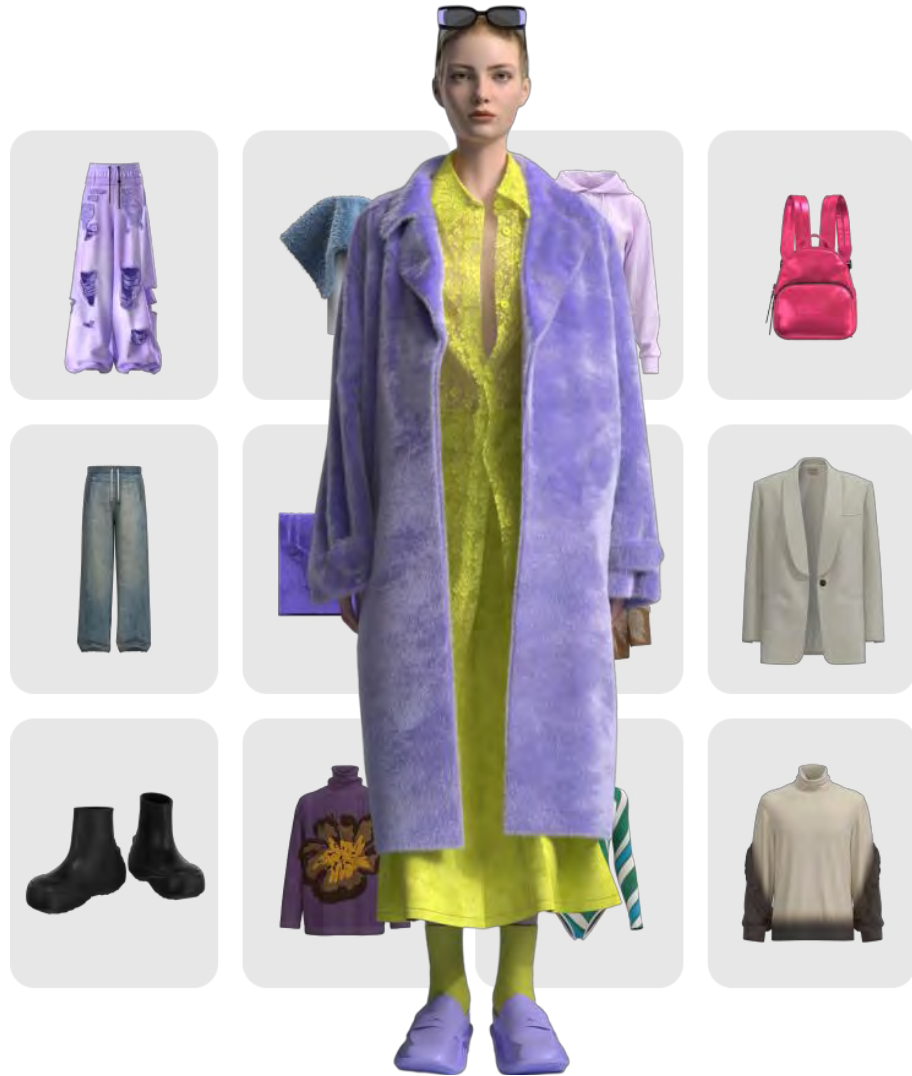


FABMaterials

All of FEL's waste goes to new innovations in Recycling with FabMaterials.

Fab Materials textile-to-board process turns end of life textiles into a valuable feedstock for the fibreboard industry. Boards produced using Fab Materials' technology can be used for a wide variety of furniture, construction, display & design applications.





5. Reduce

On-demand production at FEL ensures minimal overproduction, tackling the staggering statistic that **40% of clothing produced remains unsold** globally. Technologies like Style3D reduce sampling waste through digital prototyping, and efficient marker-making with software like Gerber minimizes fabric waste during manufacturing. With UK households purchasing **60% more clothing today than 15 years ago**, such strategies are crucial for change.

6. Recommercialise

Many brands sit on unsold stock due to outdated styles or manufacturing defects. FEL helps recommercialise these products by repurposing or redesigning them, breathing new life into otherwise discarded items. In Europe, where **5.8 million tonnes of textiles are discarded annually**, recommercialisation offers a critical path to reducing waste.





Micro Factory

Best Practices

Fashion-Enter Ltd (FEL) has changed from its traditional bulk manufacturing role and pivoted the business towards one-piece-flow with a micro factory concept. Using AI facilities with Style3D FEL can expedite more accurate sampling and aims to ensure that first fits are right first time! Flexible cutting allows FEL to prepare a cross section of individual samples for clients whilst FEL's team of machinists work as one to create a cost effective sample. Minimum orders are 1 but FEL still has the capacity to manufacture up to 10,000 garments a week if required.



Hello, fashion 3.0

Style3D's ecosystem of software and services empowers fashion designers and enterprises to work with real-time 3D simulation, changing the apparel industry to a more accessible, productive, and clean one while opening its doors to a new compelling dimension.





A metaverse of opportunities.

Digital fashion opens up new business opportunities in the metaverse. From creativity to copyright, fashion makers can benefit from Style3D Studio to build virtual assets that can live and be monetized beyond the brick and mortar markets.



Circular Disruptors: Recycling System 'Loop'

The Loop machine disassemble old clothing, shreds it, turns it into yarn, which then is used to make new clothing.





A Sustainable Novel Yarn

- Fashion-Enter met with Dr Muhammad Tausif, Deputy Head of School: Academic and Enterprise, Professor in Sustainable Textile Manufacturing at his lab at Leeds University, and on 17 June 2022 the combination of SNR (Synthetic Nylon Rummage, from discarded clothing) and PET (polyethylene terephthalate, from clear plastic bottles) was successfully combined with good fibre strength.
- This green yarn has now been combined with virgin Welsh wool to create Fashion-Enter's novel yarn, which is over 50% virgin Welsh wool.
- We are now thrilled to present an excellent novel yarn with a sustainable USP to support the garment industry. This in turn will create employment advantages for Mid-Wales as well as supporting Welsh wool farmers and distributors.

FEL Wales Novel Yarn Project

Wool is sustainable in every way, from the environmental impact to the welfare of the sheep. Wool is robust, hard wearing and will last, lending itself perfectly to the ethos of buying less.

Despite this, farmers actually receive less for their wool than the cost of shearing forcing farmers across the country to plough their wool into the fields as fertilizer. Clearly we are not making the most of this natural, renewable and biodegradable resource.



Potter Group & SMARTCymru

In February 2022 Fashion-Enter Ltd forged a relationship with Potter Group, the largest private waste management company in Wales to develop a Feasibility Study into the creation of a closed loop textile recycling system that will produce novel fibres for use in the production of new types of wool-blend yarns for manufacturing woven cloths for fashion apparel.

After 18-months in planning and development SMARTCymru gave the green light to further research and create this novel yarn with the Welsh Government.



Setting the scene for the
future of waste
management

PotterGroup

Providing a sustainable and efficient service to the people of Wales and beyond

Extended Producer Responsibility

With the rise of clothing consumption, a reduction in demand for the export of used textiles, and the resulting growth in UK textiles ending up in landfill, textiles is now a strong candidate for the application of an EPR or 'polluter pays' policy

This can incentivise waste prevention at the source and promote lower impact product design, and supporting wider public re-use and recycling.

EPR has the potential to influence design, encouraging products to be reusable, repairable, and durable plus recyclable.





- **EPR & Eco-Modulation:** Producers' fees will vary based on product environmental performance, incentivizing eco-design.
- **Key Focus Areas:** Incorporating recycled content, improving durability, reparability, and reuse in business models.
- **Product Passports:** Detailed material information for users and recyclers to address label inaccuracies.
- **Material Choices:** Shift to durable, low-carbon, single materials (e.g., organic and recycled) to enable genuine recyclability.
- **Future Standards:** Poor-performing materials may face exclusion through eco-design requirements.

Transparency - Galaxius





Verification & Authenticity

Adding a secondary Identification at the end of the manufacturing process such as a SofMat 3D Matrix provides 2 factor Authentication removing the opportunity for fakes to enter the market when dealing with High Value goods.

Any access for data will require the 2 forms of ID to be verified as linked with failure denoting a suspect or fake item.



Factory Salaries around the World

- UK £10.42 from 1/4/23
- Romania – hourly £3.23
- Turkey hourly £2.28
- Bangladesh - hourly 29p
Garment Manufacturing - 44p
General
- India- hourly 25p – 66p
Sector/State or province

Factory Matters

What does a factory look like with good standards?

- Visual overview and housekeeping discipline.
- Good working processes to ensure a quality product is being produced.
- Work-force adhering to standards and not just paying lip service.
- Accreditations further enhance and enforce standards; eg. Ethical audits SMETA audit.
- Fashion Studio, Stitching Academy, FTA



Audits

SMETA

SMETA audits use the ETI Base Code, founded on the conventions of the International Labour Organization, as well as relevant local laws. SMETA audits can be conducted against two or four auditing pillars. The two pillars mandatory for any SMETA audit are Labour Standards and Health & Safety. The two additional pillars of a 4-pillar audit are Business Ethics and Environment. They were introduced to further deepen the social responsibility aspect of SMETA audits.

Fast Forward

Fast Forward takes a management systems approach, putting the onus on the supplier to demonstrate compliance rather than on the auditor to prove noncompliance



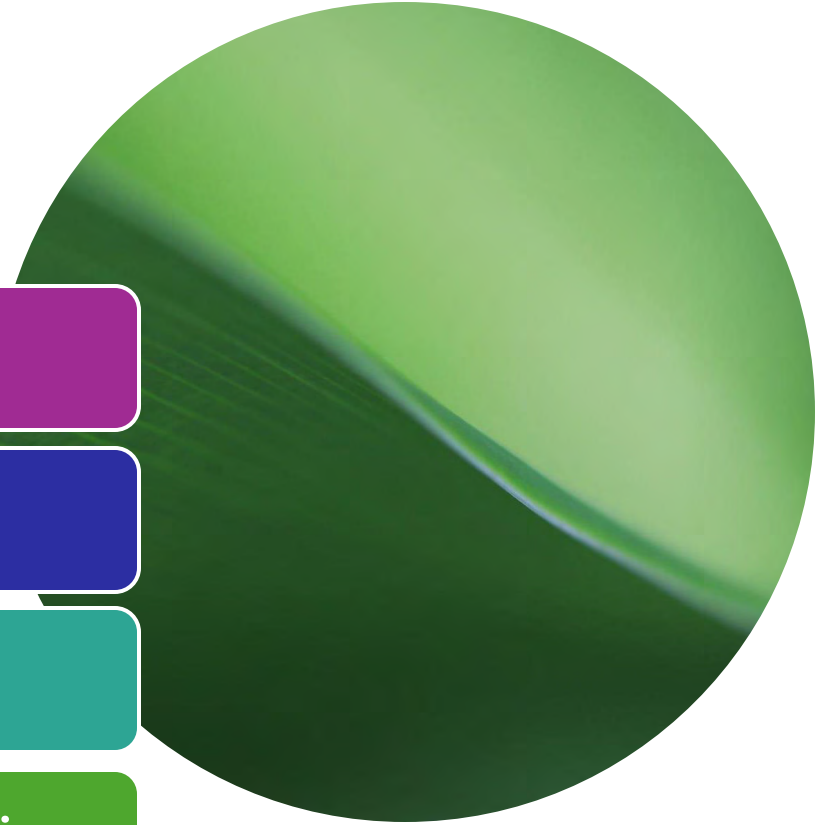
Dirty Tricks in the Industry

Subcontracting

Cabbage

16 on 16 off

Labour Exploitation





Modern Slavery Act – Labour Exploitation

- Agriculture and fishing
- Domestic work
- Construction, mining, quarrying and brick kilns
- Manufacturing, processing and packaging
- Prostitution and sexual exploitation
- Market trading and illegal activities

- Level 1 Award – Workers Rights and Labour exploitation

Working with Industry Leaders

- FEL become a Fashion Roundtable Board member. Fashion Roundtable is the only think tank dedicated to reimagining a responsible, inclusive and sustainable industry. As the secretariat for the only All-Party Parliamentary Group focused on the fashion industry's transition towards social justice and sustainable ambitions, Fashion Roundtable is uniquely placed to voice and discuss industry matters at a political and policy level.
- FEL is a member of 'The Apparel Action Forum' with the Anti-Slavery Collective which is tackling modern slavery and human trafficking within the apparel industry.



“Nearly 1 of every 150 people in the world are living in modern slavery”

WALKFREE GLOBAL SLAVERY INDEX

THE ANTI-SLAVERY COLLECTIVE



Centre of Excellence - Education & learning

FEL opened it's Fashion Technology Academy in 2015 with support from GLA and Haringey Council. It was the first academy in the country that is supported by Government to improve technical garment manufacturing skills

FEL provides qualifications from level 1 - 5 and works with employers on apprenticeships levels 2 - 5. Employers include, Tesco, Asos, Mountain Warehouse. FEL obtained a grade 2 Good from Ofsted in October 2021.

FTA Campuses

The success of the FTA has resulted in other councils requesting FEL to work on skills attainment

- **Haringey** - Opened in 2015, Haringey was the first campus for the FTA with the support of the GLA and Haringey council.
- **Leicester** - Opened in November 2021 with support from Government and the Community Renewal Fund and Leicester City Council.
- **Islington** - Opened in October 2021 located at the FC Designer Collective which is a £10m program over 10 years with Islington Council, GLA and LEAP.
- **Wales** - Opened in 2024 with NPTC Group delivering Level 1 Stitching courses.



The FTA Leicester



- In December 2021 the FTA opened a new Academy in Leicester teaching Stitching, Pattern Cutting and Workers Rights.
- In the past 12 months the FTA Leicester has taught 142 individuals who have completed a qualification.
- In 2022 FEL Launched LeicesterMade.com supporting local manufacturing in partnership with Leicester Council.
- In 2024 FEL opened the Fashion Hub in Leicester housing the FTA and sampling and Repair services.

Learner Feedback



FC Designer Workspace

Situated on the Andover Estate, Finsbury Park, the FC Designer Workspace is a community-driven project funded by Islington Council, the GLA, and the London Economic Action Partnership (LEAP). Managed by social enterprise Fashion-Enter Ltd, it supports local designers and residents with private studios, industry-grade sewing machines, training spaces, and mentoring from industry experts.

Complementing this initiative is the FC Designer Collective retail shop on Fonthill Road, where local entrepreneurs can sell their products. The shop features fashion, accessories, homeware by Islington designers, and supplies for start-ups. Originally targeting £1 million of social value over ten years, Fashion-



Fc Designer Collective

- **FC Designer Collective Shop:** Located on Fonthill Road, London N4, featuring fashion, accessories, gifts, fabrics, haberdashery, and bespoke services.
- **Collaborative Effort:** Partnership between Islington Council, the Mayor of London (Good Growth Fund), and Fashion-Enter Ltd/FashionCapital.
- **Empowering Local Talent:** Provides designers and start-ups with retail opportunities for unique, locally made products.
- **Creative Hub:** Includes in-house making facilities, meet-ups, seminars, and events.
- **Community Workshops:** Offers FREE upcycling and repair workshops, including a school uniform repair workshop.
- **Circular Economy:** Supports local entrepreneurs to maximize potential and grow through sustainable practices.





HOPE-FX

HOPE-FX gives young people who are at risk or recovering from poor mental health conditions the chance to design, create and sell a range of T-shirts as part of a project that sets them on course for a career in the fashion industry.

Fashion-Enter Ltd (FEL) is working with North London Mental Health Partnership for the project, called Hope-FX, which gives ten young adults a chance to produce their own unique, t-shirt design and see it all the way from a sketch to the high street.

They receive wrap-around support and tuition from the FEL team for six months, and are given training in fashion illustration, pattern cutting, sewing skills, traditional and digital printing techniques, and state-of-the-art digital ethical technologies.

During the course the students each design, print and stitch five different T-shirts and develop their own capsule brand concept.

Awards

FEL has been nominated for many awards and over the last 18 years, here are a few highlights;

- Drapers Awards: Supplier of the year 2024 Winner
- HSJ Award: Nomination for Hope-FX
- Drapers Sustainability Award: Sustainability Champions 2024 Winner
- TES Award: FEL shortlisted as one of the UK's most outstanding adult training providers
- FEL Listed in the NatWest SE100 Index
- LABC Building Excellence Award: FEL's Tailoring Academy won
- Make UK Manufacturing Award: Shortlisted
- CO Leadership Award: Winner for Manufacturing (2 Times Winners)
- EEF Award: Winner of Developing People Award
- Manufacturer Top 100 Award: Winner
- Forward Ladies Award: Winner of Woman in Business
- WIE Award: Winner of the Community Award
- Ernst & Young Award: Winner of Entrepreneur of the Year
- EEF Award: Winner of the Business Growth Award



Contact us

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