



**INSIGHTS**



# **fashion business**

**ISSUE 2**

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# “You either know fashion or you don’t.”

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**Dame Anna Wintour**

Editor-in-Chief of Vogue since 1988

## Introduction

Having worked with fashion businesses up and down the country for years, I have developed a real passion for the industry. The creativity is second to none and each business is totally unique. Most of all, it’s the people who make this industry stand out. That’s why we’ve picked the brains of a variety of fashion business experts, to get their insights, ask them to share their stories, and provide some inspiration to us all.

In this Fashion Insights publication, we speak to UKFT CEO Adam Mansell, luxury designer Simon Carter, 18.01 LONDON’s co-founders Dean Thomas and Cristina Rivadulla-Rey, fashion sector accounting and taxation specialist Hazel Yeoman, as well as Paul Alger, UKFT’s Director of International Business.

We hope you’ll enjoy following their respective journeys and get an insight into the industry as a whole, from what it takes to get a business off the ground, to the potential impact of Brexit on the industry.

And, by the end, you should know all about the latest business trends in the fashion industry; maybe not as much as Dame Anna Wintour, but certainly more than before!

Enjoy,



**Alex Bennett**

Fashion Business Specialist  
Smart Currency Business

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PLEASE SEND ME YOUR FEEDBACK ON THE PUBLICATION AND  
CALL ME ON **020 7898 0500** IF YOU HAVE ANY QUESTIONS.



# PAUL ALGER

Director of International Business for the UK Fashion and Textile Association (UKFT)

**As Director of International Business at UKFT, Paul Alger is charged with bringing designers, manufacturers, agents and retailers together to promote their businesses throughout the UK and internationally.**



Paul's understanding of the different international markets and their specific requirements makes him an invaluable resource for any business with designs on expanding overseas.

Having graduated with a first class honours degree with distinction in Modern Languages, Politics and Economics in 1986, Paul has spent the best part of 30 years organising trade events and missions to markets, including the EU, Japan, the US, Russia, Hong Kong, Taiwan and South Korea.

He joined UKFT as an Executive Director in April 2000 before being promoted to Director of International Business in May 2010. In his current

role he advises manufacturers and designers on export strategy and trade fairs, as well as presenting seminars and workshops, both nationally and internationally. Topics he covers include selling into Korea, working with agents and distributors abroad to achieve your business objectives, and how to exhibit overseas at trade shows.

We caught up with Paul to get some insight into what Brexit could mean for the fashion industry, and to understand the vital role UKFT is playing during these uncertain times for businesses.

[READ PAUL'S STORY](#)



# Simon Carter

is the founder of his own eponymous brand and board member of the UK Fashion & Textile Association (UKFT).

It began when Simon's career experienced something of a U-turn in the 1980s, when he abandoned his medical studies to embark on a journey that led to him becoming one of the country's leading menswear designers.

With flagship stores in London and Toronto, and iconic stockists such as Liberty, Harrods, Selfridges, Fenwick and Fortnum & Mason, this fashion heavyweight knows a thing or two about developing a British heritage brand from humble beginnings.

We spoke with Simon to discuss how he came to grow the brand in the UK and beyond, some of the biggest challenges he has faced, and the importance of trade shows.

[READ SIMON'S STORY](#)





**As the CEO of the UK Fashion & Textile Association (UKFT), Adam Mansell represents UK businesses in the spinning, weaving and knitting sectors, as well as those that strut their stuff down the catwalk.**

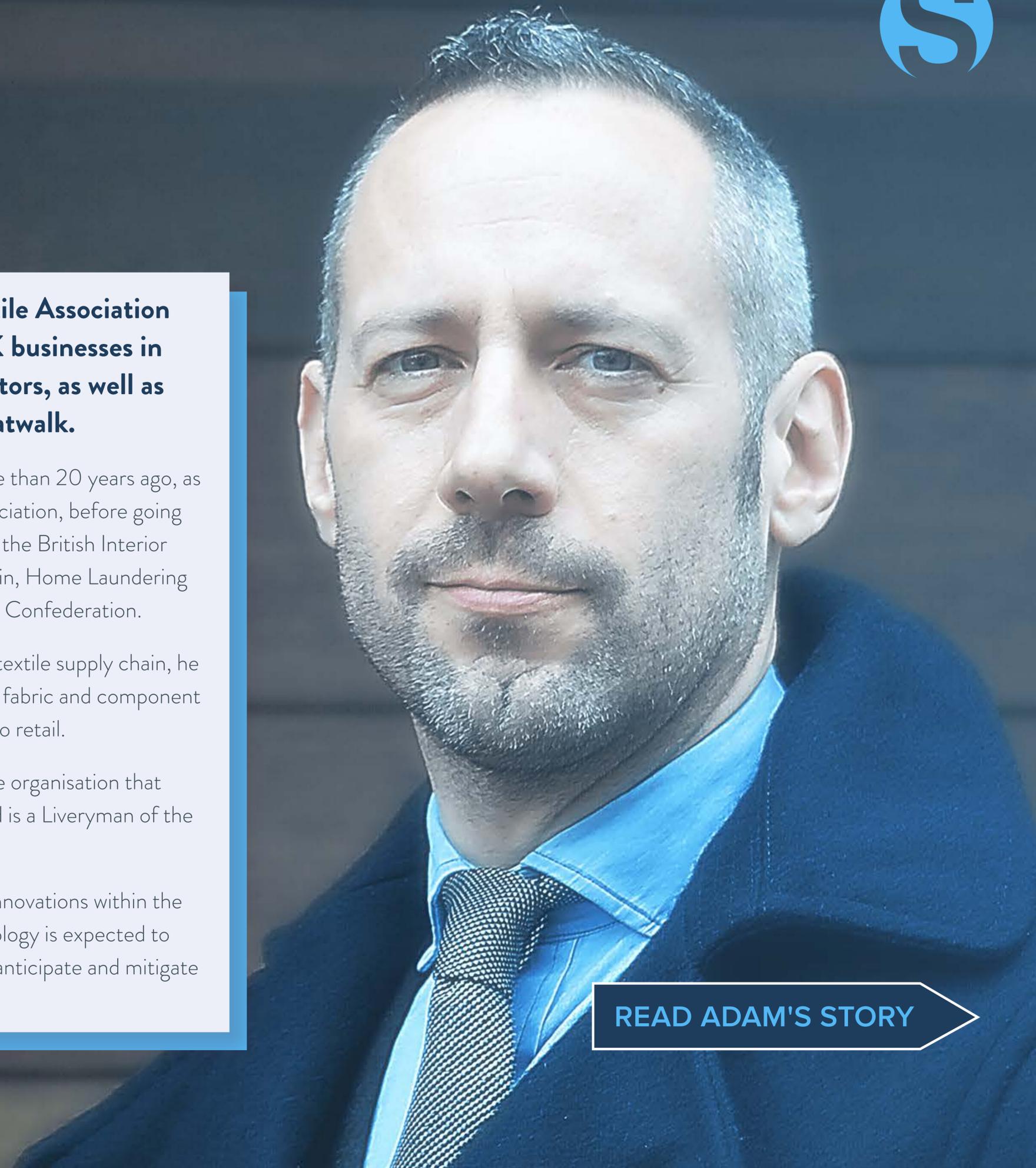
Adam joined the clothing and textile industry more than 20 years ago, as an Executive at the British Clothing Industry Association, before going on to work for a number of trade bodies, including the British Interior Textile Association, Silk Association of Great Britain, Home Laundering Consultative Council and British Apparel & Textile Confederation.

Having represented all aspects of the fashion and textile supply chain, he has links to every part of the industry from design, fabric and component suppliers, wholesalers, brands and manufacturers to retail.

In addition, Adam is the President of Ginetex - the organisation that owns the trademarked care labelling symbols - and is a Liveryman of the Worshipful Company of Framework Knitters.

We caught up with him to talk about the current innovations within the UK fashion and textile industry, the impact technology is expected to have in the future, and what businesses can do to anticipate and mitigate the potential risks associated with Brexit.

[READ ADAM'S STORY](#)





18.01 LONDON

## DEAN THOMAS AND CRISTINA RIVADULLA-REY, CO-FOUNDERS AND DIRECTORS OF 18.01 LONDON

Starting your own business in the fashion industry can be a hugely challenging, but fulfilling experience. While going it alone can offer personal and financial rewards, it should not be entered into without an open-minded, flexible approach; this will allow you to overcome any obstacles you might face - and there will be many! This is something the founders of 18.01 LONDON Dean Thomas and Cristina Rivadulla-Rey are acutely aware of, having established their own burgeoning inspiration research archive.

With over 20 years' experience between them as Fashion Design Directors within the luxury sector, Dean and Cristina are undoubtedly experts in their field. This background enabled them to develop a clear creative vision for their brainchild. However, as self-confessed 'business novices', they had to learn on their feet when it came to developing an effective business model and dealing with the complexities of setting up and running their own venture.

Let's take a closer look at Dean and Cristina's journey, from identifying a niche in the market and devising their own concept, to getting 18.01 LONDON off the ground. We'll also see how their willingness to seek advice and learn from others sets a great example to other budding fashion entrepreneurs who are looking to make their dream a reality.

READ DEAN & CRISTINA'S STORY





## HAZEL YEOMAN, PARTNER AT BREBNEERS CHARTERED ACCOUNTANTS

There is a less glamorous side to the fashion industry that is of no less importance than ensuring your latest collection is on-trend. In fact, if a start-up or growing company in the sector neglects its Value Added Tax (VAT) reporting requirements, their chances of gaining brand recognition could be over before they begin. A fledgling business operating on tight margins, for example, could be dealt a severe blow when that unexpected HMRC VAT assessment drops through the letterbox.

Raising invoices correctly and having a grasp of the VAT rules might not be as thrilling as catwalks and haute couture, but it pays to know your 407 form from your C79. With that in mind, we spoke to Hazel Yeoman from Brebners Chartered Accountants. Hazel specialises in managing the accounting and taxation affairs of small to medium sized companies. With a particular interest in the fashion sector, Hazel is perfectly placed to provide a brief overview of the VAT obligations that your business will need to consider.



[READ HAZEL'S STORY](#)



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