



FASHION

FUSION III

WHERE FASHION & BUSINESS COLLIDE

BY LONDON COLLEGE OF FASHION • SELFRIDGES • SIRLUTE

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ABOUT FASHION FUSION

Fashion Fusion is a bold, youth led initiative designed to unlock the creative potential of the next generation of fashion leaders.

The programme empowers 13 to 25 year olds from underrepresented backgrounds with the practical skills, industry knowledge, and real-world exposure they need to thrive in fashion.

Through two tailored weekly cohorts, one for 13 to 16 year olds and one for 16 to 25 year olds, participants explore a wide spectrum of fashion pathways including:

- Design & Pattern Cutting
- Styling & Creative Direction
- Fashion Business, Marketing & Retail

Sessions are led by a unique mix of London College of Fashion's MA students, Selfridges staff, and Sirlute's project management team, offering hands on learning and lived experience mentorship.

Fashion Fusion culminates in a high impact Career Fair & Industry Showcase, where young people engage directly with leading voices from across the fashion world.

As a collective of creative educators, brand strategists, project managers and youth specialists, we see Fashion Fusion as more than a programme, it's a pathway into the industry, built on collaboration, community, and a shared commitment to creating meaningful access for emerging talent.



CREATIVE LEARNING

Fashion Fusion's creative learning strand runs weekly for 23 weeks, offering hands on experience across core areas of the fashion industry.

What They'll Learn:

Design & Pattern Cutting

- Led by LCF MA students, participants will explore the fundamentals of garment design, sketching, and pattern creation.

Styling & Creative Direction

- Delivered by Selfridges personal shoppers and stylists, these sessions build skills in visual storytelling, look-building, and concept creation.

Fashion Business, Marketing & Retail

- A blend of brand-building workshops, campaign planning, and retail insight. Delivered by a mix of Selfridges and LCF professionals.



This has been the best Saturday club ever, I wish school could be more like this! I've learned so much, made new friends, and can't wait for the next one
- **YXNGSTAR**



CAREER FAIR & SHOWCASE

The programme culminates in a high energy, high impact event that brings both age groups together to connect with the wider fashion world to explore .

Hosted by Tiwa King

An inspiring space where young people can:

- Present their creative work
- Engage with professionals
- Explore career pathways

Who They'll Meet

- LCF alumni, lecturers, and students
- Selfridges staff and brand partners
- Sirlute's youth network and creative collaborators

Purpose

- Expand professional networks
- Spark real opportunities for mentorship, internships, and employment
- Celebrate achievement and talent in a youth-led environment



*I've always loved fashion, but this programme showed me there's so much more to it than just making garments. Now I'm even more determined to study at London College of Fashion when I'm older - **YXNGSTAR***

PROJECT OVERVIEW

FASHION FUSION - CREATIVE LEARNING

Programme Design

- Co-designed by young people from Sirlute's Youth Board
- Rooted in real lived experience, cultural relevance, and creative ambition
- Supported by Sirlute's project team and strategic partners

Delivery Model

- Weekly in-person sessions
- Led by facilitators from LCF, Selfridges, and Sirlute
- Blends hands on creative learning, mentoring, and industry exposure

Age Cohorts & Schedule

- | | |
|----------------------|---------------------|
| • 13–16 year olds | • 16–25 year olds |
| • 📅 Saturdays | • 📅 Tuesdays |
| • 🕒 11:00am – 4:00pm | • 🕒 5:00pm – 8:00pm |
| • 👤 12 participants | • 👤 12 participants |



Before Fashion Fusion, I didn't think there were any activities I'd enjoy. I've struggled a lot and been bullied, so meeting kind, supportive people here while learning new skills has really boosted my confidence - YXNGSTAR

LEARNING OVERVIEW

What the YxngStars will learn:

CREATIVE TECHNICAL SKILLS

- Design (Sketches and Digital)
- Pattern Cutting
- Sewing, Knitting
- Styling, Accessories
- Research
- Upcycling
- Content Creation

BUSINESS SKILLS

- Brand Development
- Marketing Campaigns
- Personal Identity
- E-commerce Development
- Fashion Communication
- Event Production



LEARNING OVERVIEW

FASHION CREATION X BUSINESS

Term 1

1. Intro, History of Fashion, Trends, Retail (Selfridges)
2. Digital design workshop - Kieron Boothe (Sirlute)
3. Introduce project and garment cutting (LCF)
4. Garment cutting and intro to stitching on the machine (samples) (LCF)
5. Intro to embroidery and embellishment (LCF)

Term 2

1. Specialist print session (LCF)
2. Embroidery continues and construction starts (LCF)
3. Finishing off the garments, construction focus (LCF)
4. Jewellery design (Sirlute)
5. Film & Photography Day (Sirlute)

Term 3

1. Brand Development & Identity (Selfridges)
2. Marketing and creating a campaign (Selfridges)
3. Styling and creating a lookbook (Selfridges)
4. Personal shopping / Customer relations (Selfridges)
5. Photography Day (Sirlute)

Term 4

1. Event planning (Selfridges)
2. Event planning (Selfridges)
3. Retail and operations (Selfridges)
4. Showcase prep (Sirlute)
5. Showcase final prep and run through (Sirlute)

THIS IS FOR

IDENTIFY AS EITHER

Black & Ethnic Minority

Marginalised

At-risk (Current or Past Care Experience)

SEND, Pupil Referral Units

Youth Offending Teams

CAMHS

Disabled, Deaf or Neurodiverse

INTERESTED IN

Building Confidence

Making Friends

Entering Education or Employment

Learning A New Skill

Entrepreneurship

Becoming An Agent of Change

Leadership



*Seeing YXNGSTAR walk during the showcase with the other children, in an outfit they designed was such a proud moment for us as a family - **PARENT***

OUR GOALS



*This programme has been a lifeline, my daughter finally found a space where her creativity is celebrated. She's come home inspired every Saturday, talking about fashion in a way that makes me certain she's found her passion - **PARENT***

PARTICIPANTS

Will gain:

- Creative & business skills
- Essential life skills
- Confidence in their potential and self-initiative
- New friends and mentors
- Supportive pathway for participants that plan on studying at LCF
- Employment pathways

COMMUNITY

Will gain:

- Agents of change
- Creative approaches to wellbeing
- Increased employability
- Less risk-taking and anti-social behaviour

TIMELINE



11 OCT 25

Introduction

3 Weeks

8 NOV 25

1st Term

5 Weeks

17 JAN 26

2nd Term

5 Weeks

28 FEB 26

3rd Term

5 Weeks

18 APRIL 26

4th Term

5 Weeks

30 MAY 26

Showcase x

Career Fair



**FASHION
FUSION**

sirlute.com/fashionfusion

ANOTHER_STORY



*Teaching on Fashion Fusion has been inspiring because the young people approached every task with such curiosity. Their creativity pushed me as much as I pushed them, and the showcase was a true testament to their hard work - **GARETH EDWARDS (Teacher)***

ABOUT LONDON COLLEGE OF FASHION

London College of Fashion, part of the University of the Arts London (UAL), is a global leader in fashion education, research, and enterprise.

With a focus on innovation, inclusion, and sustainability, LCF shapes the future of the fashion industry by nurturing diverse and forward-thinking creatives.

LCF's commitment to community engagement has seen the college partner with schools, youth organisations, and cultural institutions to widen access to fashion education. Their MA students play an active role in outreach, bringing fresh perspectives and technical expertise into real-world environments.

Fashion Fusion continues this tradition, connecting young people with emerging professionals and exposing them to cutting-edge ideas in design, business, and creative practice.

ABOUT SELFRIDGES

Selfridges & Co is one of the world's most iconic department stores, known for redefining the retail experience through innovation, creativity, and purpose.

Beyond retail, Selfridges has long championed community, culture, and youth development through initiatives that spotlight emerging talent and support underrepresented voices.

From creative campaigns and brand incubators to internal training and external partnerships, Selfridges is committed to shaping a more inclusive and sustainable fashion future.

As a partner of Fashion Fusion, Selfridges brings industry insight, access to retail expertise, and a platform to inspire young people through real world experiences and mentorship.



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ABOUT SIRLUTE

Sirlute is a creative charity that provides free training, mentoring, and career opportunities for young people aged 5–25 from underrepresented backgrounds.

Founded in 2019, Sirlute uses music, fashion, media, and storytelling as tools for empowerment, creating safe spaces for young people to explore their creativity, build confidence, and access real career pathways.

Over the past five years, Sirlute has worked with over 1,000 young people across East London, delivering youth-led programmes in partnership with organisations such as Selfridges, LCF, BFI, and ELAM College.

Sirlute also runs a dynamic Youth Board, whose lived experience and leadership play a central role in co-designing and delivering programmes like Fashion Fusion.



Fashion Fusion completely surpassed our expectations. Watching the YxngStars grow in confidence as they designed, created, and delivered the showcase was incredibly special. Giving them access to industry experts made them believe, that they truly belong in these spaces - J.R JOSEPHS





LET'S



CONNECT

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