



# CREATIVE FUSION III

**WHERE CREATIVITY & BUSINESS COLLIDE**

**BY ELAM COLLEGE • SIRLUTE**

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# ABOUT CREATIVE FUSION

Creative 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 tailored weekly cohorts, for 13 to 16 year olds, participants explore a wide spectrum of creative pathways including:

- Music Production & Songwriting
- Filmmaking
- Game Design & Coding

Sessions are led by a unique mix of industry experts with over 100 years of a combined experience, offering hands on learning and lived experience mentorship.

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

As a collective of creative professionals, as well as brand strategists, project managers and youth specialists, we see Creative 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

Creative 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:

## Music (Production & Songwriting)

- Exploring the fundamentals of production, creative writing, and creative collaboration using industry standard tools.

## Game Design

- Learning the foundations of game development, from concept art & character design to coding and interactive storytelling.

## Filmmaking

- Through hands on sessions in directing, shooting, and editing, young creatives bring their stories to life while learning visual storytelling, cinematography, and post-production techniques.



*"I've started producing my own beats at home. It's something I can see myself doing as a job."* - **YXNGSTAR**





*"I've written my first song, I didn't think I could do it but now I want to write more. - 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

- ELAM & LCC alumni, lecturers, and students
- More industry professionals 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 didn't think he was going to like it because he doesn't do any activities but he came home and said he wants to do it again" - PARTENT*

# PROJECT OVERVIEW

## CREATIVE 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 experienced facilitators
- Blends hands on creative learning, mentoring, & industry exposure

### Age Cohorts & Schedule

- 13–16 year olds
- 📅 Saturdays
- 🕒 10:30am – 4:00pm
- 👤 30 participants (10 per strand)



*This programme has been really wonderful for YxngStar. They've got their confidence back and enjoying music again. Thank you for everything you do for them - **PARENT***

# TERM BY TERM

## CREATION JOURNEY

### Term 1 Introduction

An introduction to the fundamentals of your chosen industry, building a solid foundation of knowledge & skills.

### Term 2 Mastery

Dive deeper, taking a hands-on approach to refine your craft and begin leading with their own unique ideas and projects.

### Term 3 Collaboration

All creative groups join forces with one another to develop and execute a collaborative project.

### Term 4 Delivery

Prepare to release, publish, and showcase your work, learning how to present your creations to the world with confidence and professionalism.

# LEARNING OVERVIEW

## MUSIC

### Term 1 - PRODUCTION with Rxwntree

1. Music Theory
2. Theory + Recording Chords
3. Beat Making with Chords/Sample Beat
4. Intro Into Mix + Mastering
5. Production Completed

### Term 2 - SONGWRITING with Vanessa

1. Creative Writing & Song Structure
2. Write to a Brief
3. Write for Another Artist
4. Record Songs
5. Final Draft Song Recorded

## FILMMAKING with Husky

### Term 1

1. Introduction into content using a phone
2. Lighting / recording sound
3. Develop creative ideas & moodboards (in pairs)
4. Film 30 second videos
5. Finalise 30 second videos with editing / post

### Term 2

1. Introduction into content using a camcorder
2. Creative production & moodboards (in groups)
3. Film creative ideas
4. Film creative ideas continues
5. Finalise films with editing /post

### Term 3

Collaboration between all groups. This will be decided in the first week of Term 3 and worked on for the following 4 weeks

### Term 4

Showcase planning between all groups. This will be decided in the first week of Term 4 and worked on for the following 4 weeks

## GAMING with Joe

### Term 1

1. Introduction into game design
2. Conceptualising / storytelling - GB Studio
3. Characters & Map drawing on paper
4. Creating 2D characters - GB Studio
5. Creating digital Map - GB Studio

### Term 2

1. Introduction to programming
2. Programming continued
3. Adding sound to games
4. Finalising game
5. Game jam - testing games in groups



# 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

*I always enjoy working with young people and watching them really come into their own over the course of a programme. Creative Fusion was a great success, the participants not only learned how to create their own songs but also used their new skills to collaborate with other classes - **RXWNTREE***



*I witnessed a lot of leadership from students, making sure everyone was included and valued during the process. Many pushed through personal barriers to write, record, and perform their work, it took a great deal of courage to step up at different stages, but they all rose to the occasion when it mattered most. - VANESSA*

# OUR GOALS

## 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

23 MAY 26

Showcase x  
Career Fair



CREATIVE  
FUSION

[sirlute.com/creativefusion](https://sirlute.com/creativefusion)

# ABOUT ELAM COLLEGE

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.



*Programmes like this are so important because they give young people the space and confidence to express themselves, build skills, and dream bigger.- MIRAA MAY*



# 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.



*The first recognition goes to the amazingly talented young people who took part in Creative Fusion, learning new skills, pushing themselves creatively, and building friendships along the way - J.R JOSEPHS*





CREATIVE  
FUSION

LET'S



CONNECT

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