

THE DNA OF FASHION

David Nieper is celebrating 50 years as a UK fashion label with this cutting-edge web portal dedicated to the fashion community.

Fashion is the first industry to provide its own 'one-stop', all embracing knowledge bank on line.

Join us! Use us!
Make your presence felt...

AN OPPORTUNITY YOU CAN'T AFFORD TO MISS

Whoever you are ... teacher, student, university or college department, designer, manufacturer, wholesaler, retailer, on-line trader or industry guru ... this site is for you! We want you to use it, add to it and ensure that it becomes the 'beating heart' of the fashion industry. It can only fulfil its promise if you embrace it. www.fashionDNA.org uses state of the art digital technologies.



'this is a web portal to be cherished and we, as an industry, must now take responsibility for maintaining and developing it. David Nieper has been incredibly generous.'
Harold Tillman CBE – Chairman, Jaeger and The British Fashion Council

CELEBRATING 50 YEARS

The idea for this dedicated web portal comes from David Nieper. David and his team design, manufacture and sell direct to customers throughout Europe. Their designs are the choice of the smart and professional 'Forever 40s' woman. www.fashionDNA.org is David Nieper's 50th birthday celebration.

What of the future and the industry's need to skill a new generation whilst employment and career choices are in short supply? This web portal also champions the need for more robust partnerships between business and education and promotes a rebirth of fashion manufacturing in the UK.



'UK manufacturing remains alive and well but where will the skilled workers of the future come from?'
Christopher Nieper – Managing Director, David Nieper Ltd.

EXPLORE OUR OFFER AND CONTRIBUTE!

www.fashionDNA.org has started the ball rolling and provides a framework that is now ready for your contributions.

MAKE A DIFFERENCE

Come and join us at: welcome@fashionDNA.org with your ideas, contributions and suggestions.

- Teachers to share projects, case histories
- Students with their collections and CVs
- Universities/colleges promoting the uniqueness of their offer and alumni successes
- Designers seeking new markets and showcasing their portfolios
- Businesses who want to promote their work - whether manufacturer, wholesaler, retailer
- Advertisers – brand, recruitment and classified
- The fashion press and bloggers with news & views.



'We need the DNA of fashion. This website is a window on the world for us and takes us into the homes, studios and workshops of all those with whom we seek relationships'
Kim Eason - Grays School of Art and Design

News and current affairs to newsupdate@fashionDNA.org

David Nieper
Celebrating 50 Years



As an industry it is vital that we recover our global reputation. I want us all to work more closely with education. I want us to help one another to provide the skills that will guarantee newcomers to our industry employment, whether in design or in the machine room'
Julie Stone, Designer

A FITTING OLYMPIC LEGACY

Lord Coe won the 2012 Olympic bid in Singapore by promising to give young people and raw talent the opportunity to realise their aspirations and ambitions. In a period of economic austerity, **www.fashionDNA.org** can open up the world of fashion to youngsters from even our most deprived communities by giving their teachers the resources and the knowledge that can kick-start their journey to a brighter future. Help us to ensure that **www.fashionDNA.org** does just that.

FASHIONING THE FUTURE

The David Nieper Fashion Academy offers Away Days and Masterclasses in a live commercial environment to degree students, training surgeries for businesses and vocational programmes for raw talent.

'I left university with a degree in fashion but my problem was converting my designs into patterns that enabled them to be manufactured and sized accurately. The David Nieper Fashion Academy gave me the commercial skills that enabled me to be a real asset to a design studio. Believe me, David Nieper truly does care about the future of UK fashion'.

Charlotte Bryan, Graduate, University of Lincoln



A PERFECT FIT



Andy Caughey, entrepreneur, knitwear guru and former managing Director at John Smedley adds his endorsement ...

'As a New Zealander with the inevitable wool pedigree, I came to this country to promote the performance attributes of New Zealand's wools. Sadly, UK manufacture of knitwear is

seriously troubled. We need to be quick to give new talent a chance to recover its remarkable traditions.

I wish that this great initiative had been in place when I started out. To my knowledge, this is the first time that such a comprehensive wealth of information about the fashion industry can be brought into one place. Make sure you use it and contribute to it as I will be'.

DAVID NIEPER ANSWERING AN SOS



"When times are tough and the economy is in disrepair, the future will be brightest for those industries with the will and the leadership to help themselves. It was with this in mind that The DNA OF FASHION was born and it seemed to David Nieper that there could be no more

*appropriate way to celebrate 50 years of success in design and manufacture in the UK. It has taken great courage and considerable investment to make this project happen and we most sincerely hope that everyone with knowledge will share it, that businesses will find this an ideal vehicle for promotion and that careers will be born and made within the pages of **www.fashionDNA.org**."*

Dr Juliet Williams CBE, Director, The David Nieper Fashion Academy



www.fashionDNA.org

juliet.williams@fashionDNA.org
christopher.nieper@davidnieper.co.uk

An initiative of David Nieper Ltd
Saulgrove House, Nottingham Road, Alfreton,
Derbyshire DE55 7LE