**DPS research interview with Wande 20231117\_150338-Meeting Recording**

November 17, 2023, 3:03PM

43m 50s



 **Wande Awoniyi** 0:04  
And put it on your desk for you to sign it, if that's OK.

**Fashion programme pathway leader** 0:05  
Yeah.  
So Yep.

 **Wande Awoniyi** 0:09  
I so I am recording now but again as I said, it's completely anonymous for even though I'm recording it.  
I'm just gonna transcribe it and put it as quotes on the screen and it will probably just be from second year.

**Fashion programme pathway leader** 0:19  
Yeah.

 **Wande Awoniyi** 0:24  
Uh fashion programme cheetah.

**Fashion programme pathway leader** 0:24  
Yeah.  
Yeah, that's fine. Yeah.

 **Wande Awoniyi** 0:26  
Is that OK?  
Alright then.  
So I'll give you a tiny bit of scope so that I don't influence you.

**Fashion programme pathway leader** 0:33  
Uh-huh.

 **Wande Awoniyi** 0:33  
Replies too much.  
Basically, my research is based around dips and it's based about in a nutshell, breaking the mold of the kind of elite Euro American fashion house, uh, or, you know, not fashion house, but maybe global.

**Fashion programme pathway leader** 0:47  
Yeah.

 **Wande Awoniyi** 0:55  
Very Euro American business.

**Fashion programme pathway leader** 0:57  
Yeah, yeah.

 **Wande Awoniyi** 0:58  
Yeah.  
Dominant business trying to like question the kind of Eurocentric or Euro American view that we have, that it's kind of preeminent, you know, fashion global leaders, that kind of thing.

**Fashion programme pathway leader** 1:07  
Yeah.

 **Wande Awoniyi** 1:09  
So it's kind of in that vein.

**Fashion programme pathway leader** 1:11  
Yeah.

 **Wande Awoniyi** 1:12  
I'm so my first question actually it is.  
Did you complete a placement year when you did your course of study? **Fashion programme pathway leader** 1:21  
No.  
So actually studied fine art, so I didn't do a placement year and the placement year wasn't on offer.

 **Wande Awoniyi** 1:28  
Ah.

**Fashion programme pathway leader** 1:29  
I don't think it is on offer now either with the fine art department like Good.

 **Wande Awoniyi** 1:33  
It is actually, yeah, it is.

**Fashion programme pathway leader** 1:34  
Ohh. Really.

 **Wande Awoniyi** 1:36  
They only have about 3 or 4.

**Fashion programme pathway leader** 1:39  
Yeah.

 **Wande Awoniyi** 1:40  
Uh oh, no.  
Actually, it's more than that.  
It's the performing arts that only have 3 or 4, but yeah, fine.

**Fashion programme pathway leader** 1:44  
Right.

 **Wande Awoniyi** 1:46  
Art is actually a decent sized program now, umm.

**Fashion programme pathway leader** 1:47  
It's OK.  
I want what in terms of when you say three or four, what do you mean three or four people that do it?

 **Wande Awoniyi** 1:52  
Yeah.  
Yeah.  
Yeah, that, that's that's.

**Fashion programme pathway leader** 1:54  
I really ohhh.  
Wait, that's about 200 people on the course, so it's obviously not a it's not a mandatory or it's not a.  
It's not the common choice.

 **Wande Awoniyi** 2:05  
Not for fine art.  
I'm just having a look at Ohh God last year.  
Fine, not had one.  
No, no, no and no.  
They had actually uh about in the 20s, about 23.  
And this year they've got about.

**Fashion programme pathway leader** 2:20  
OK.

 **Wande Awoniyi** 2:22  
And about 28.

**Fashion programme pathway leader** 2:26  
So do most people go straight through to the both the third year?

 **Wande Awoniyi** 2:31  
Huh.

**Fashion programme pathway leader** 2:31  
So yeah, because I guess it's just, can I, I don't think it's not considered to be a vocational sort of course is it so.

 **Wande Awoniyi** 2:31  
Why not?  
Yeah, yeah.

**Fashion programme pathway leader** 2:44  
But I haven't said that.  
I don't.  
I think there wasn't very.  
There weren't very good employer links or there weren't.

 **Wande Awoniyi** 2:50  
Yeah. **Fashion programme pathway leader** 2:50  
There wasn't a very good sense of how you practically make a career out of out of this.

 **Wande Awoniyi** 2:56  
Go following up, yeah.

**Fashion programme pathway leader** 2:56  
Uh, yes.  
So you know, but it's different to fashion communication, but yeah.

 **Wande Awoniyi** 3:01  
Yeah, very different.  
So obviously for fashion communication, they do have a vocational element.  
Now, don't they?  
And a few more industry people willing to take on interns. **Fashion programme pathway leader** 3:10  
Yeah.  
Yeah.

 **Wande Awoniyi** 3:14  
Can I ask where you did study?

**Fashion programme pathway leader** 3:17  
Chelsea.

 **Wande Awoniyi** 3:18  
OK.  
So it's still part of your UAL, then as well, yeah.

**Fashion programme pathway leader** 3:20  
Yeah, yeah.

 **Wande Awoniyi** 3:23  
Alright, so in.  
Fashion. **Fashion programme pathway leader** 3:29  
Yeah.

 **Wande Awoniyi** 3:30  
When I sit down and start to talk to students one on one about their aspirations and where they wanna go, where they envision themselves, they kind of always mentioned the same five or six or seven global leaders you have on she majella your preli to your channel.

**Fashion programme pathway leader** 3:46  
Mm-hmm.  
Yeah.

 **Wande Awoniyi** 3:53  
Do you have an equivalent of that in FCP in terms of dominant brands, businesses, magazines and at tutorials or whatever that when you have an idea that students like to work for?

**Fashion programme pathway leader** 4:08  
I guess you got a sort of mix, so you've got some students who are really drawn towards the bigger, the bigger companies than some students who are really drawn towards them or independent ones and it sends to be a particular kind of person.

 **Wande Awoniyi** 4:15  
Umm.

**Fashion programme pathway leader** 4:22  
But I would say people are still drawn to the idea of working it like magazines like ID and, you know, places like.  
Maybe more the old magazines which represent I, I wouldn't say many people say I wanna work at Vogue or I wanna work at.

 **Wande Awoniyi** 4:41  
Hello.

**Fashion programme pathway leader** 4:43  
I don't find that maybe it's different journalism and I say some people there are people that say I wanna work in communications at Burberry.

 **Wande Awoniyi** 4:45  
Yeah.  
Yeah, right.

**Fashion programme pathway leader** 4:54  
Or I wanna.  
Well, there's a few people that said that already this year.  
Who work at Burberry.

 **Wande Awoniyi** 4:57  
You know.

**Fashion programme pathway leader** 4:58  
So I don't know if it's the equivalent, but I wouldn't say.

 **Wande Awoniyi** 4:59  
Umm.

**Fashion programme pathway leader** 5:02  
People are very it's much more like spread around.  
I wouldn't say they'll be ones that they were really focused on so far.

 **Wande Awoniyi** 5:06  
OK.

**Fashion programme pathway leader** 5:11  
I mean, I've only done it for two years, so I haven't got as much experience as so many other tutors.

 **Wande Awoniyi** 5:13  
Umm.  
Yeah, yeah.

**Fashion programme pathway leader** 5:19  
I would say that.  
It's not.  
It's not really obvious where it's not, where they essentially wanna work at fashion houses.

 **Wande Awoniyi** 5:31  
Hey.

**Fashion programme pathway leader** 5:32  
Umm.  
Maybe I'm trying to think what places they tend to sort of thing where other people worked before.  
Where can I get an opportunity?

 **Wande Awoniyi** 5:43  
Umm.

**Fashion programme pathway leader** 5:44  
That's what I'm looking at it. Umm.  
I'm trying to think or they think I wanna work in tonight.  
I wanna go somewhere international.

 **Wande Awoniyi** 5:54  
Right. OK.

**Fashion programme pathway leader** 5:55  
That I wanna.  
I wanna go.  
I wanna have.  
I wanna go to Paris.

 **Wande Awoniyi** 5:59  
Yes.

**Fashion programme pathway leader** 5:59  
There's so many different reasons and one of those might be.  
I don't wanna be in London.

 **Wande Awoniyi** 6:04  
Yeah.

**Fashion programme pathway leader** 6:05  
Uh, I can't say that.  
They always come to me with like, I really wanna work it a big fashion house.

 **Wande Awoniyi** 6:12  
Yeah.

**Fashion programme pathway leader** 6:14  
Umm.  
Or they will.  
They always sort of sort of say where, where could I work when they open the question up a bit and where, where do you think I where do you think it would work?

 **Wande Awoniyi** 6:26  
That's actually really good point that you've just made and I hope to come back to that in a minute.

**Fashion programme pathway leader** 6:33  
Early.

 **Wande Awoniyi** 6:34  
Yeah, that's a really important point.  
I do, you know. M\*\*.  
C\*\*\*\*.  
M\*\* C\*\*\* c\*\*\*\*\*\*\*.

**Fashion programme pathway leader** 6:41  
Yes. Yeah.

 **Wande Awoniyi** 6:43  
So she's one of the few students that I talked to last year that was like, I want to live and work in South America.

**Fashion programme pathway leader** 6:49  
Umm.

 **Wande Awoniyi** 6:49  
And what was very passionate about that when I asked her why?  
Because I didn't have many students asking me, asking about going anywhere and she really made her own connection.

**Fashion programme pathway leader** 6:59  
Yeah.

 **Wande Awoniyi** 7:01  
She's there now.  
She's having a great time, but that is quite rare. I.e.

**Fashion programme pathway leader** 7:06  
Yeah.

 **Wande Awoniyi** 7:08  
And then a couple of students, maybe about 6 altogether from the 200 or 300 and how many of you got on the moment 168, some are going to Asia career other than that it is London, Paris, Milan and a few in New York.

**Fashion programme pathway leader** 7:13  
Yeah.  
Yep.  
Yeah.

 **Wande Awoniyi** 7:27  
So I also spoken to and students like do you know R\*\*\*\* \*\*\*\*\*?

**Fashion programme pathway leader** 7:35  
Yeah, R\*\*\*. Yeah.

 **Wande Awoniyi** 7:36  
Yeah.  
And I'm gonna speak to Z\*\*\*.  
And they're quite interesting because R\*\*\* has very specific.

**Fashion programme pathway leader** 7:39  
You're.  
Which R\*\*\* say.

 **Wande Awoniyi** 7:46  
She is really obsessed with Nike.

**Fashion programme pathway leader** 7:49  
Yes, yes, she.  
She was like, yeah, can.  
It was about like, yeah.  
UM presented.

 **Wande Awoniyi** 7:57  
But her mom is they not yet haven't spoken to him yet.

**Fashion programme pathway leader** 8:01  
Yeah.

 **Wande Awoniyi** 8:01  
I did it first with R\*\*\* and but Nike is Eva Amsterdam or it's a mass Boston or something.

**Fashion programme pathway leader** 8:10  
Yeah, yeah, I say she's quite unusual.  
But in terms of an FCP student, because I would my the people that I've worked with for or the the fashion inside I've worked with has been more on the street where side more than like sides or a lot of people like.  
But she's like, it's more rare to find someone that says I want to work at night.  
FCP XA.  
But there is a like you said, there's a lot of, you know, it's Boston all like sportswear stuff in like Portland and places like that and like, yeah.

 **Wande Awoniyi** 8:37  
Yeah, yeah, yeah, yeah.

**Fashion programme pathway leader** 8:39  
And there's a lot photography stuffing out today as well.  
So but yeah, but not on the like, not on the fashion fashion side.

 **Wande Awoniyi** 8:42  
Yeah, yeah.

**Fashion programme pathway leader** 8:48  
More on the kind of like sports St Wear side, I guess.

 **Wande Awoniyi** 8:51  
Guy.  
Yeah.  
I mean, she feels her difference, but not being maybe having a little bit of a commercial mindset not being so avant garde, but I think she does appreciate having you as a tutor.

**Fashion programme pathway leader** 8:53  
Like.  
Yeah.  
Yeah, OK.

 **Wande Awoniyi** 9:09  
So she feels comfortable with you, with your experience.

**Fashion programme pathway leader** 9:11  
Yeah, yeah.

 **Wande Awoniyi** 9:12  
She feels comfortable with having these aspirations, but she's not being judged for it like you're not reaching high enough or you're not.

**Fashion programme pathway leader** 9:15  
Yeah, yeah, yeah.

 **Wande Awoniyi** 9:19  
You're not being creative enough by want.  
Having these desires, and she's really seen it as this is an interpretation of me.  
Who I am, you know?

**Fashion programme pathway leader** 9:25  
Yeah, yeah.

 **Wande Awoniyi** 9:27  
And I could relate to her, because I was also like when I was a designer, I knew I wasn't CSM.

**Fashion programme pathway leader** 9:29  
You.

 **Wande Awoniyi** 9:33  
I knew I was more LCF because I was more commercial with my desires and thinking and the work I did.

**Fashion programme pathway leader** 9:33  
Umm yeah.  
Yeah.

 **Wande Awoniyi** 9:39  
I wanted to design for the market level for which I was a customer.  
I never had experience of luxury, didn't know what luxury was, and it felt weird for me to design for luxury.

**Fashion programme pathway leader** 9:42  
Yeah.  
Yeah.

 **Wande Awoniyi** 9:47  
So it's I think I've got another five students to talk to.  
I think it's gonna be quite interesting, but I'm really happy to have her point of view.

**Fashion programme pathway leader** 9:53  
Yeah.  
Yeah, yeah.

 **Wande Awoniyi** 9:57  
I'm going back to the question.  
And.  
Do you how knowledgeable would you say that your FCP students are in terms of?  
You know, they're awareness of more global brands outside of Europe and America.

**Fashion programme pathway leader** 10:19  
Probably not very aware.  
I think they're obviously aware of brands who have got their roots in.  
Like I don't say.  
Say for example I don't mow alone is based in London, but she's an African of African origin, and the idea that a lot of her, a lot of what her brand is about is about is about that, you know what I mean?  
Umm, but obviously she's not based in like she it's Nigerian.  
She'll based Nigeria, but that that is a very big part of her heritage and the that is part of her story.

 **Wande Awoniyi** 10:53  
Yeah, yeah.  
You know.

**Fashion programme pathway leader** 10:59  
So I.  
But in terms of like brands that are, I think there's people.  
So I get a lot of the Southeast Asian students might have a connection with their home country and want to do a placement there, but I would be interested to know if there was an emergence of people who have got their roots in India or Africa, who would be more inclined to go back there to do their placement as the industries become more emerging or therefore the connection between, do you know what I mean?

 **Wande Awoniyi** 11:23  
Yeah.  
Yeah, yeah.  
Yeah.  
Yeah, exactly.

**Fashion programme pathway leader** 11:36  
So in the same way that says so, some of the Southeast Asia shoot.  
So I really wanna go home for my placement year.  
I really wanna work and a company there.  
Umm, I don't know if it's about like.  
Yeah, that that connection, but maybe the international students aren't necessarily coming.  
So maybe the Black international students aren't necessarily coming from Africa.  
They're coming from America, Canada, and there's not a huge amount of Indians students in there.

 **Wande Awoniyi** 11:57  
Umm.  
Yeah, yeah.

**Fashion programme pathway leader** 12:03  
I haven't noticed I've done a little bit of teaching at LCF, noticed quite a lot of the international students were Asian or Black South Asian as opposed to East Asian, or I think the CSM is definitely more East Asian.

 **Wande Awoniyi** 12:10  
Yeah.  
Yeah.  
Yeah, definitely.

**Fashion programme pathway leader** 12:18  
Uh, but I would say they have limited awareness and maybe I also have limited awareness of what level of brands are operating at in other continents.

 **Wande Awoniyi** 12:30  
Yeah, that's.

**Fashion programme pathway leader** 12:32  
And what if you're available?

 **Wande Awoniyi** 12:34  
Yeah, I mean, that's that leads on to another question.  
But before I do that, it's all right.  
Not just global brands outside of Europe, but what about even what they're awareness is off just businesses, brands, stylists, whatever in itself.

**Fashion programme pathway leader** 12:44  
Yeah.

 **Wande Awoniyi** 12:51  
So when before we give him a list of contacts, they've gotta have a list of contacts, they've gotta have a list, A wish list where they would like to work.

**Fashion programme pathway leader** 12:57  
Umm.

 **Wande Awoniyi** 13:00  
Do you find that students struggle with building that kind of aspirational list?

**Fashion programme pathway leader** 13:05  
Yeah, because I think they don't really understand what the roles are that people do in a communications coming.  
So, for example, likes are really good example, so nighty so many different campaigns, but not all those campaigns were made internally.  
A lot of those campaigns would have been made agencies.  
So if if you're working communications, there's so many different roles and places where content can be commissioned and created.

 **Wande Awoniyi** 13:24  
Umm.

**Fashion programme pathway leader** 13:31  
So I think there's not a good map for the students of what those places are.  
There's some understanding, but maybe they don't quite understand what the role of for the specific role is.  
Does that make sense?  
Like you know.

 **Wande Awoniyi** 13:49  
Yeah.

**Fashion programme pathway leader** 13:49  
So umm, because you only really understand that sometimes through doing the jobs in the industry and like who, who's gonna who at Nike?

 **Wande Awoniyi** 13:55  
Umm.

**Fashion programme pathway leader** 13:57  
Am I gonna actually speak to like to kind of actually get an opportunity and what's the difference between like, a billboard campaign and like energy marketing and all that kind of stuff?

 **Wande Awoniyi** 13:58  
Yeah, yeah.  
Yeah, yeah.

**Fashion programme pathway leader** 14:06  
It's like the same many with a bit the same many facets of the communications and the marketing.

 **Wande Awoniyi** 14:09  
Yeah, yeah.

**Fashion programme pathway leader** 14:11  
I think that they that maybe some of them sort of they sort of ohh such and such worked at such and such last year.  
So I'll do that, although try and get to like independent, like a few people working at Notion magazine.

 **Wande Awoniyi** 14:23  
Yeah, yeah.

**Fashion programme pathway leader** 14:24  
But you know, it's cool though.  
It's independent magazine, but I don't think necessarily pay you.  
I'm I'm surprised more students from FCP don't want to go into working in agencies or art direction agencies and things like that, but I think that they don't really know how.  
Maybe they're less fashion.  
Maybe they're more general, but all like, I guess there's a bit of production.

 **Wande Awoniyi** 14:45  
Umm.

**Fashion programme pathway leader** 14:47  
Isn't those people doing production and stuff like that?

 **Wande Awoniyi** 14:49  
I had loads of communication students that want to do more production.

**Fashion programme pathway leader** 14:52  
Yeah.

 **Wande Awoniyi** 14:54  
And I've got a student at the moment or working for altered magazine, and he's feeling a little bored.

**Fashion programme pathway leader** 15:00  
Yeah.

 **Wande Awoniyi** 15:01  
Uh, and another student who wants to get off doing social content, media and work more, doing visuals and visual production.

**Fashion programme pathway leader** 15:12  
Yeah.

 **Wande Awoniyi** 15:13  
And I do get production quite a lot, but they have not much of an idea of who to connect with and the structure like.

**Fashion programme pathway leader** 15:19  
Yeah, that's it.

 **Wande Awoniyi** 15:22  
Is it a company?  
Is it an agency?  
Is it part of a an A magazine?

**Fashion programme pathway leader** 15:24  
Yeah, yeah.

 **Wande Awoniyi** 15:26  
They don't know the, you know, the route in and how could we improve that as a teaching team?

**Fashion programme pathway leader** 15:29  
Yeah.  
Maybe it's kind of the thing that you have people in two big is it people coming in from the industry or it's about I think people also think that they're gonna they're gonna be.  
And if you work in a big company, you're not necessarily gonna be having that much responsibility, because when you're that age, you kind of think that you're gonna go in, don't you, and be doing all the high level stuff and you're not.

 **Wande Awoniyi** 16:00  
Yeah.

**Fashion programme pathway leader** 16:01  
You're you know, you're gonna be helping people out because people have all you can't just jump up to that that level.  
So I'm sorry, I've forgotten I've got diverged it again.  
Question and and.

 **Wande Awoniyi** 16:12  
If the question is well that I've only just crafted them so they'll be, there might be.

**Fashion programme pathway leader** 16:15  
How can we?  
How can we improve that as a staff team?

 **Wande Awoniyi** 16:19  
Yeah.  
So improve not just diversity of places where students can go, so more global emergent market #1 and #2 actually, which comes before #1, just helping them be able to draw up an aspirational list.

**Fashion programme pathway leader** 16:29  
Yeah.

 **Wande Awoniyi** 16:38  
And how could.

**Fashion programme pathway leader** 16:40  
But maybe I mean, I think they made a good start last year, didn't they?  
But maybe there's maybe it's more about understanding.  
Like what?  
The roles are specifically within the companies as well as the they're kind of like places they'd like to work.  
What are the roles within those companies and what are the responsibilities of each of those people and how do their jobs differ?

 **Wande Awoniyi** 16:56  
Umm.

**Fashion programme pathway leader** 17:01  
So what's the difference between a creative director and an art director?

 **Wande Awoniyi** 17:01  
Umm.  
Umm.

**Fashion programme pathway leader** 17:04  
Says.  
You know, they're quite similar and people have different definitions.  
So just something like that.  
And what's the difference between a A like a producer and you know, like just just more detail on how the specifics of each role may be?  
And I don't know how you can do that?  
Move is about the students finding out more and do research and then researching about and more alumni cause we looked at our alumni list recently because Dal's compiling it for the for the 50 years, it's an amazing amount.

 **Wande Awoniyi** 17:29  
Yeah, it is.

**Fashion programme pathway leader** 17:41  
I looked at a few handful of people.  
You know the lesson.  
That the less obvious people who are doing really interesting roles.

 **Wande Awoniyi** 17:47  
Why?

**Fashion programme pathway leader** 17:48  
But that's quite useful because then you see.  
Oh, what does this person do?  
Ohh, they're this.  
They're that and you like it's it's like when you haven't ever heard of before.

 **Wande Awoniyi** 17:53  
Yeah.  
Yeah.

**Fashion programme pathway leader** 17:57  
Maybe that somehow engaging the alumni.  
But the students researching what the two you know, because if they had to research a bunch of alumni that they were into or just had it set mine, there was a whole list of, I guess they can't do a copyright reasons.

 **Wande Awoniyi** 18:05  
Yeah.

**Fashion programme pathway leader** 18:16  
But, umm, you, you sort of see what jobs people do and where they are in companies and where they've started and you get a more of a map of what roles people go into and me.

 **Wande Awoniyi** 18:28  
Yeah.  
Yeah, it's and a kind of.  
Yeah.  
And I feel like it's something that maybe we could do in the career section in the in the career part and offering because we do have a careers officer, we have room, which is really great.

**Fashion programme pathway leader** 18:37  
Yeah.  
Yeah.  
Yeah.

 **Wande Awoniyi** 18:46  
But I think sometimes because you're pathways so diverse in terms of it, a career pathway that maybe something like that would would help.

**Fashion programme pathway leader** 18:50  
Yeah.  
Yeah.

 **Wande Awoniyi** 18:56  
And I think before we even think global, there is a need for them to know about the role.

**Fashion programme pathway leader** 19:01  
Umm yeah.

 **Wande Awoniyi** 19:03  
And.  
Uh, but this is an interesting thing because you just said about the alumni list and you said it's not the most obvious and maybe not much high profile that you look at and you're ohh wow, I know that.

**Fashion programme pathway leader** 19:15  
Yeah, yeah.

 **Wande Awoniyi** 19:18  
Do you think it's important if some students start to divert and go to these smaller or not as well known, but artists or creatives to work with?

**Fashion programme pathway leader** 19:23  
Umm.

 **Wande Awoniyi** 19:29  
Do you think that what do you think the consequences that would be in terms of the you know, CSM is quite elite, it's got quite powerful reputation and we use some of where our students end up and go as a way to promote and bring more people in.

**Fashion programme pathway leader** 19:36  
Umm.  
Through.  
Umm.

 **Wande Awoniyi** 19:45  
So do what do you think the consequences would be if people started to go from these more independent?

**Fashion programme pathway leader** 19:51  
Umm to go?  
I say that again from to go from the ones that.

 **Wande Awoniyi** 19:56  
To go to more less well known, established businesses and organizations.

**Fashion programme pathway leader** 20:01  
I think it'll be better because people would get a they'd be able to do more on their placement rather than being some people.  
Suit being in big organisations, but some people suit smaller organizations better and they're gonna get more out of a smaller organization and they're gonna be a be more valuable.  
With more valuable for everybody.

 **Wande Awoniyi** 20:21  
Yeah.

**Fashion programme pathway leader** 20:21  
Yeah, I've seen what I've done.  
The placement and reviews and I've seen like so you know, some people like that work to like places like liberty and they've done social media at liberty.

 **Wande Awoniyi** 20:26  
Umm.  
Yeah, yeah, yeah.

**Fashion programme pathway leader** 20:33  
But that and let me know that that that kind of stuff is cool.  
And then I it's like certain things, just just suit different students, don't they?  
But I guess there's, I mean it's such a she is a vast industry, but there's not a really.  
There's not like a measure.  
There's a map of like what the careers were, and it's probably like visual.

 **Wande Awoniyi** 20:51  
Umm.

**Fashion programme pathway leader** 20:54  
You know what I mean?  
Of like people like people alumnis mapping where they've been and where they're like kind of link thing you know.

 **Wande Awoniyi** 20:55  
Yeah, yeah.  
Yeah.  
Yeah, yeah, that's great idea.  
Yes.

**Fashion programme pathway leader** 21:04  
Umm it's.

 **Wande Awoniyi** 21:05  
Yeah, yeah.  
I mean, we did like a mind map in one of our dips sessions.  
We put fashion, communications and the students had to think of all the different types of roles within it and they were quite good and they were actually really quite good.

**Fashion programme pathway leader** 21:16  
Yeah.  
Yeah, really.  
Yeah, yeah.

 **Wande Awoniyi** 21:22  
They picked up quite a lot of the roles and so it's definitely something that can, I think they're alumni connection, is really, really like that person's journey through, how they got to where they are.

**Fashion programme pathway leader** 21:28  
Yeah.  
Yeah, that would be a good.  
Exactly that clear because they might not know what that job was at that time when they ended up there, but yet they actually have quite, you know, strategists, cultural strategy, things like that.

 **Wande Awoniyi** 21:39  
Yeah.  
Yeah.

**Fashion programme pathway leader** 21:46  
As so many you know, different different job roles isn't there that you just don't necessarily think ohh that we just think the obvious.

 **Wande Awoniyi** 21:51  
Yeah.  
Yes.

**Fashion programme pathway leader** 21:57  
May the the correct direction.

 **Wande Awoniyi** 21:59  
You.

**Fashion programme pathway leader** 21:59  
You know what I mean?  
Like you wanna be.  
You know she will let you.  
Guys the same the same much in between.

 **Wande Awoniyi** 22:07  
No, definitely and ohh what was that?  
Just wanted to make a point about something and I'm trying to remember and I'll come back to me.  
It'll come back to me for you.  
For the for the students that you know these second years, you know them, what would you think of somebody in particular if you like, but what would a successful placement for them look like to you?

**Fashion programme pathway leader** 22:23  
Umm.  
Ohh yes so so for someone like R\*\*\*\*?  
I think some like energy marketing at Nike.

 **Wande Awoniyi** 22:42  
Umm.

**Fashion programme pathway leader** 22:42  
Somewhere like I don't know, like even like, why didn't Kennedy or, like, an advertising agency somewhere like that or somewhere like that where someone that works with your branding.

 **Wande Awoniyi** 22:49  
Right.  
Right. OK.

**Fashion programme pathway leader** 22:55  
So I would not somewhere that is on the fashion side of things and but she could also equally work at the face magazine, you know or you know or to do production at a photography place.  
Let me try.  
I think somebody else.  
I'm just getting to know them, so I.

 **Wande Awoniyi** 23:15  
Umm.

**Fashion programme pathway leader** 23:19  
Who else?  
Who else gonna think of umm?

 **Wande Awoniyi** 23:25  
But in general, what would you hope, considering they've gotta come back and do a final year now?  
Know you don't cover final year, but you kinda have an idea of what, what it what it means in terms of their skills and their experience.

**Fashion programme pathway leader** 23:31  
Yeah, yeah.

 **Wande Awoniyi** 23:38  
What would you like to see them achieve or come back with?

**Fashion programme pathway leader** 23:42  
You know, I think they just that AM the difference between I get a difference when the an understanding of what it's actually like working on live projects where you I think it improved their sense of professionalism because that's really important because they sort of don't have that.

 **Wande Awoniyi** 24:01  
Umm.

**Fashion programme pathway leader** 24:06  
Yeah, a lot of them.  
But also for them to.  
Umm.  
For the companies to see, their value is emerging.  
Creatives.  
Do you know what I mean?

 **Wande Awoniyi** 24:18  
Umm yeah, yeah.

**Fashion programme pathway leader** 24:18  
And that to be so them to be able to offer their insight and to be kind of involved in campaigns and not just doing boring work that's gonna be fantastic today, that, that there's a value for students.

 **Wande Awoniyi** 24:23  
Yeah.  
Yeah, yeah.

**Fashion programme pathway leader** 24:32  
There's a value in companies because they bring you a lot of insight and knowledge and to kind of upcoming trends and what's happening, so opportunities that kind of allow that to be able to be nurtured as well as them doing what really kind of like junior tasks.

 **Wande Awoniyi** 24:37  
Hmm hmm.

**Fashion programme pathway leader** 24:47  
But you know, because I think that's that's a that's a big value really.  
So for them to have some input in, you know that way.

 **Wande Awoniyi** 24:56  
Yeah, definitely.  
What do you feel when you look at this?

**Fashion programme pathway leader** 25:03  
Yeah.

 **Wande Awoniyi** 25:03  
Just end up and what do you think when you look at that list of where they go?  
Do you think?  
Ohh, that's a bit odd or old.  
It's not looking very the profile.

**Fashion programme pathway leader** 25:15  
I think I think it, I think it was like.  
Pretty some I was quite impressed by some opportunities as but ohh that person's there and I think maybe it's just a like getting a binging in a handful of more of new ones in.  
Do you know what I mean?

 **Wande Awoniyi** 25:34  
Right.  
You you see in the same ones.

**Fashion programme pathway leader** 25:34  
Like I'm gonna say was, I just think maybe some because people are a bit lazy that are wedded such and such go last year and obviously like the they they the students might.  
I mean, students might be lazy and they think Ohh wait, did such and such go?  
I'll just go where such and such went off on.  
They're talking about their placements rather than you've new places they're thinking of.

 **Wande Awoniyi** 25:53  
Why?

**Fashion programme pathway leader** 25:54  
Oh, that person went there last year.  
Like Charles Jeffrey.  
Maybe I just go to Charles Jeffrey, which is great.  
But you know, where do you actually wanna go?  
Don't just go to Charles Jeffrey case.  
There's a place there where where else?  
Where's the next Charles Jeffrey that you wanna go?

 **Wande Awoniyi** 26:07  
Yeah.

**Fashion programme pathway leader** 26:07  
And I'm sure that will come in and there's new places, but I think they need to bring new places and then you can help broker those conversations because it can't be down to your team to bring in the placements that they if they bring the place, then I think you helped broker those conversations, yeah.

 **Wande Awoniyi** 26:16  
Yes, yeah, yeah.  
Umm.  
Yeah, I and I think it's a bit like what you said earlier that some of it is self directed.  
They have to be able to.

**Fashion programme pathway leader** 26:34  
Yeah.

 **Wande Awoniyi** 26:35  
The thing is, just like I don't know if it's so much in communication, but I know in design they spend the first two years so immersed in drawing out their creative identity as an individual, they they know about all the other influences because we talk about all the big profile big profile brands, but they spend so much time focused on themselves and their own creative identity that when it comes to right, I need to go into the workplace.

**Fashion programme pathway leader** 26:44  
Yeah.  
Yeah.

 **Wande Awoniyi** 27:00  
They then like well, where do I go?  
Where will I fit in?

**Fashion programme pathway leader** 27:01  
Yeah.

 **Wande Awoniyi** 27:02  
And I think you're right.  
It is their responsibility to tape.  
With our guidance to take the time to do the research.

**Fashion programme pathway leader** 27:07  
Yeah, exactly.  
Otherwise, like they're not gonna find a good fit like and they're not gonna, they're gonna be a applying to places where lots of people are applying to.

 **Wande Awoniyi** 27:13  
Umm.

**Fashion programme pathway leader** 27:18  
And it's, you know, why there's so many out.  
There are so many places that they could apply to, and I remember like you know, they remember.

 **Wande Awoniyi** 27:26  
Umm.

**Fashion programme pathway leader** 27:27  
Remember that student J\*\*\*\* last year he was really proactive and she applied so many places, but they're they're all places which was high, high levels of competition.

 **Wande Awoniyi** 27:29  
Yeah, yeah, yeah.

**Fashion programme pathway leader** 27:37  
Umm, but she was very proactive in what she did and I think she did at the end, didn't she?

 **Wande Awoniyi** 27:41  
Umm.

**Fashion programme pathway leader** 27:42  
She got she get to remember J\*\*\*\*.

 **Wande Awoniyi** 27:45  
Yeah, yeah, yeah.  
Remember J\*\*\* C\*\*\*\*?

**Fashion programme pathway leader** 27:46  
Yes. Yeah.

 **Wande Awoniyi** 27:47  
Yeah, yeah, yeah.  
I was so baffled when she didn't get any.  
You know, it took her quite a while because she's so driven and focused.

**Fashion programme pathway leader** 27:51  
Yeah, yeah, yeah, yeah.

 **Wande Awoniyi** 27:54  
She had the list and everything, but I don't know why it didn't translate.  
I mean, I think in the end.  
Umm, where is she now?  
I think she's got a contract.  
With what are they?  
Call the agency that she's working with in Hong Kong.  
So they've got a London branch and she's working with them.

**Fashion programme pathway leader** 28:08  
Yeah.  
Guess the issue as well as spees and payment and different they're being different standards as to who offers payment and who doesn't in terms of placement.

 **Wande Awoniyi** 28:22  
Definitely, definitely.

**Fashion programme pathway leader** 28:23  
If some people have to prioritize getting paid, some people can afford not to.  
I think they're.  
I don't know.  
I would.  
I would say that if a student could were afford to work part time and do an unpaid placement if the system can accommodate that, that's a good way, because that's probably how you juggle a freelance career anyway.  
Working part time and through may not necessarily being all or nothing in terms of the hours.  
Uh, so I don't know how much the system.

 **Wande Awoniyi** 28:54  
Umm.

**Fashion programme pathway leader** 28:59  
It allows that with this House.

 **Wande Awoniyi** 29:01  
Yeah, they can work part time of the tearful student.  
So those on the visa I have to work at least 25 hours a week.

**Fashion programme pathway leader** 29:09  
Yes.

 **Wande Awoniyi** 29:09  
So that's like a criminal.  
Three days home, students can do two days a week, but they've gotta then work throughout the year to make up the minimum 100 days.

**Fashion programme pathway leader** 29:13  
OK.  
Yeah.

 **Wande Awoniyi** 29:18  
And there's a student I spoke to today.  
J\*\* L\*\*\*\*\* who?

**Fashion programme pathway leader** 29:22  
Yeah.  
Is he?  
Is he not have a good time out to say it's?

 **Wande Awoniyi** 29:28  
He is.  
He's just he's working remotely exclusively.

**Fashion programme pathway leader** 29:32  
Yeah, he's not the community that he needs.

 **Wande Awoniyi** 29:35  
And he's really feeling that.

**Fashion programme pathway leader** 29:35  
Yeah.  
Yeah, because he he also, he's very into photography and he could be good at.

 **Wande Awoniyi** 29:42  
Yeah.

**Fashion programme pathway leader** 29:46  
He could even be hello. Like.  
He's definitely more the photography side of things in the fashion side of things need quite fussy about fashion.  
Did he work at Nowness as well?  
Didn't remember him.

 **Wande Awoniyi** 29:57  
So he's going to nowness after.

**Fashion programme pathway leader** 29:59  
Yeah.  
OK.

 **Wande Awoniyi** 30:01  
Yeah.

**Fashion programme pathway leader** 30:01  
Yeah, I just told you.

 **Wande Awoniyi** 30:01  
So it's gonna happen now, and that's an altered state, but now this is all cause.

**Fashion programme pathway leader** 30:04  
Yeah.

 **Wande Awoniyi** 30:05  
Also, some of these businesses is more like in the where they work a lot from home.  
So now this is also from home and he's like Ohh forgot.

**Fashion programme pathway leader** 30:10  
Getting the folder.

 **Wande Awoniyi** 30:13  
And The thing is, he cannot afford to live in London because neither of them pay really.

**Fashion programme pathway leader** 30:16  
You should.  
Yes, he should get a part time job in a photo lab or something like that. I think.  
I think you should go and work at Richard Chan Photo Lab I, because then he would.

 **Wande Awoniyi** 30:26  
Even.

**Fashion programme pathway leader** 30:27  
Then you have a key.  
You'd have a community, a community of photography people or, and that's like how we could sustain his interest.

 **Wande Awoniyi** 30:36  
Because I said to him what you calculated it that even if you work two days or three days a week, you know, alright.  
Now, unless I pay in like £300 a month and then two or three days a week with a job, he said he's still could not afford to live in London.

**Fashion programme pathway leader** 30:44  
You know.  
He well, he could work.  
He could 300 is not a lot agreed.

 **Wande Awoniyi** 30:52  
But no.

**Fashion programme pathway leader** 30:55  
I mean, but he.  
Yeah, I think so.  
He's one of he's an example of shooting.  
Who doesn't have like he's not wealthy student, so I think that's the challenge and that's the challenge is that the industry is but so many of these smaller publications, they're just struggling to pay themselves.

 **Wande Awoniyi** 31:04  
Yeah.  
Yeah, yeah.

**Fashion programme pathway leader** 31:12  
So all the states probably aren't paying themselves a salary, let alone their intern, so.

 **Wande Awoniyi** 31:17  
I know, right?  
Right, right.  
I see.

**Fashion programme pathway leader** 31:19  
That's the reality of the the industry.  
So some of those placements, although S\*\*\*\*\*\*\* is working at notion and no she's not, I don't think like a wealthy background either.

 **Wande Awoniyi** 31:28  
Yeah.

**Fashion programme pathway leader** 31:30  
I don't know how she's sustaining her.

 **Wande Awoniyi** 31:33  
Gosh, I was giving S\*\*\*\*\*\*\* Link emails to my mates who own pubs.  
Like go and get a job with this person.

**Fashion programme pathway leader** 31:40  
Get a job.  
It's like a part time job.  
But you know you can't just, like be doing your stuff all the time.  
You gotta, like, juggle things around.  
People need to get a bit real about things like, OK, you live in London.  
Expensive, but if you've got a job like the rent is very expensive these days for students, I think that's the thing.  
Like when we were younger, like rent wasn't insane.  
Like rent is very, very expensive, but.

 **Wande Awoniyi** 31:59  
What I'm hearing is you just paying like a Grand 2 on 1200 a month.  
And like, that's just insane students paying 800 to 1200 a month.

**Fashion programme pathway leader** 32:03  
Just saying.  
Yeah.  
Nice. Yeah.  
But I think I think I think J\*\* is also a bit of a, you know, he doesn't really know how to.  
I think it's to do with like people having a cultural confidence and navigate things.

 **Wande Awoniyi** 32:21  
Umm.

**Fashion programme pathway leader** 32:22  
You know what I mean?  
It's some students don't have that and but like I say, but S\*\*\*\*\*\*\*, she's obviously on the she's making it work, you know.

 **Wande Awoniyi** 32:25  
Umm.

**Fashion programme pathway leader** 32:29  
She's not from Michigan, but she's kind of like, you know, she's making it work.  
So you have to just push a little bit, don't you? And.

 **Wande Awoniyi** 32:35  
Yeah, I mean, I keep telling this is a year of sacrifice.

**Fashion programme pathway leader** 32:38  
Yeah.

 **Wande Awoniyi** 32:39  
I'm sorry.  
He doesn't sound great, but it is a year of sacrifice, working really hard.  
Not the same living standards that you had, even as a student.

**Fashion programme pathway leader** 32:47  
Yes.

 **Wande Awoniyi** 32:47  
Sometimes even worse.  
But it's only temporary.  
You're doing it for your future.  
You're doing it for your CV.  
You're doing it for your final year.  
If you can do it, if you can't, don't do it.  
We don't want them to suffer too much, like there's not much I can say to Joe other than we've nowness see if you can at least get into London one day a week and stuff, and then he was he was very year, but then they got the the cap to the station and the stage.

**Fashion programme pathway leader** 32:58  
Yeah.  
Yeah.  
Cath station.

 **Wande Awoniyi** 33:12  
The ticket cost £25 and then I'm gonna get lunch and then and I was like, well, you're ready.

**Fashion programme pathway leader** 33:14  
Oh, oh.

 **Wande Awoniyi** 33:16  
Like defeating everything.

**Fashion programme pathway leader** 33:17  
He's saying 18, just like, exactly.  
There's just so like I cheated him a lot last year.  
I really I do really like him, but it's frustrating when someone just doesn't try it.  
They they find all the barriers to as to why not to not why to not do something.

 **Wande Awoniyi** 33:28  
Umm.

**Fashion programme pathway leader** 33:32  
It's just be the other way around and try and find how you can make it work, because you can make things work in life and you have to just be a little bit.  
You don't have to necessarily do it by the book.  
Do you know you have to?

 **Wande Awoniyi** 33:42  
No.

**Fashion programme pathway leader** 33:44  
Yeah, you have to find a way.  
And he just, I think that sometimes people just wanna, they want to be able to do their thing the whole time.  
And like I think we did used to have to work more like part time jobs like I worked in book shops and stuff at the weekend.  
I didn't love doing that.  
It was quite boring, but I liked looking at books and getting this kind of books and the only thing you just.

 **Wande Awoniyi** 34:02  
I would have loved the bookshop job.  
It doesn't think about.

**Fashion programme pathway leader** 34:04  
What is?  
Where did you want with your?

 **Wande Awoniyi** 34:06  
I was like in clubs and bars that in.

**Fashion programme pathway leader** 34:07  
Yeah, I was.  
I was terrible.  
I tried to being.  
I tried doing publisher while I was really bad, so I did it for three months and I was like they were like you're not very good so.

 **Wande Awoniyi** 34:16  
Yes.  
Ohh books, I would have been lovely.  
Or coffee shop.  
Ohh my goodness.  
That's so funny.  
They'll find their way, you know.

**Fashion programme pathway leader** 34:27  
Yeah.

 **Wande Awoniyi** 34:28  
They'll find it.  
They'll find their way.

**Fashion programme pathway leader** 34:29  
Yeah.

 **Wande Awoniyi** 34:31  
Let me see any other questions.  
And.  
Yeah.  
Right.  
I have a little comment here says we're very good at bringing students from around the globe, but we don't promote working in their countries.

**Fashion programme pathway leader** 34:49  
Yeah.  
Yeah, well, don't actually a bit, but what?

 **Wande Awoniyi** 34:52  
Uh, like you said, about Indian students, Asian students.

**Fashion programme pathway leader** 34:55  
Yeah.  
What is the?  
What are the connections like with companies in in Southeast Asia, though?  
Because there's so many Southeast Asian students.  
So you think that would be a good?  
It's.

 **Wande Awoniyi** 35:04  
Do you know yesterday A\*\*\* N\*\*\*\* did a kind of alumni session with a student called M\*\*\*?  
She was a student here in 2018.

**Fashion programme pathway leader** 35:12  
Yeah.

 **Wande Awoniyi** 35:15  
She graduated, struggled to get a job in London.  
She really wanted to stay in London, but she wasn't getting the work decided to go back home to Korea.

**Fashion programme pathway leader** 35:20  
Yeah.

 **Wande Awoniyi** 35:23  
To you know, so and then did lots of freelancing work there and then started her own brand and now she does a lot of the costumes and custom made stuff.

**Fashion programme pathway leader** 35:31  
I really.  
Anything really amazing?

 **Wande Awoniyi** 35:35  
All the K pop and so she's found a really great and she's like a really great niche business because she does it all in house, whereas careers more mass produce.

**Fashion programme pathway leader** 35:42  
Yeah.  
Yeah.

 **Wande Awoniyi** 35:47  
She invited him to talk and and it was all about thinking more globally that you can, you know, start your own thing off back home or work.

**Fashion programme pathway leader** 35:49  
Yeah.  
Yeah.

 **Wande Awoniyi** 35:56  
Seven people came.

**Fashion programme pathway leader** 35:58  
OK.

 **Wande Awoniyi** 35:59  
Her entourage was bigger than the students that turned up.

**Fashion programme pathway leader** 35:59  
Is it?  
Is it that they don't wanna go back home or they want to start a new life in England or in Europe?  
That that's the question, because that does happen for many people.  
I imagine they don't necessarily want to develop their career.

 **Wande Awoniyi** 36:17  
Yeah.

**Fashion programme pathway leader** 36:17  
In the place that they've grown up.

 **Wande Awoniyi** 36:18  
So we like it's.

**Fashion programme pathway leader** 36:19  
So there's only so much.

 **Wande Awoniyi** 36:22  
Why then, why?  
What is the?  
What is the poor and The thing is these lovely fashion, you know, London, Milan, Paris.

**Fashion programme pathway leader** 36:31  
Umm.

 **Wande Awoniyi** 36:31  
It's really 5%.

**Fashion programme pathway leader** 36:34  
Umm.

 **Wande Awoniyi** 36:34  
So does that mean everybody doesn't make it?  
Feels like it's a failure and everything else is a compromise, and because.

**Fashion programme pathway leader** 36:40  
Umm, but what?  
But all of the like I imagine in Southeast Asia there is a big industry.  
Ohh like fashion industry and but is it the kind of CSM cut type industry is it or is it more like I mean is there luxury fashion?  
I don't I luxury fashion is not really my area of expertise.  
So is there a luxury fashion like marketing industry in Southeast Asia at all? No.

 **Wande Awoniyi** 37:07  
No.  
So she went there and realized that she had been developing a very avant garde, independent, very creative, non commercial identity.

**Fashion programme pathway leader** 37:16  
Yeah.

 **Wande Awoniyi** 37:18  
Being at CSM and the only way she could find her way to express that is by setting up her own business and then within that, obviously there's an industry in the music which is very kind of outgoing and outlandish and more open creatively.

**Fashion programme pathway leader** 37:24  
Right, yeah.  
Yeah.

 **Wande Awoniyi** 37:34  
And she caters for that.  
So she found her place where she could still keep true to her, her aesthetic.

**Fashion programme pathway leader** 37:37  
Right.  
Yeah.

 **Wande Awoniyi** 37:42  
And but it was funny because most of the students there were Asian students, either Korea themselves or from China and I, but I do think it was very powerful that she was.

**Fashion programme pathway leader** 37:47  
Yeah, yeah.

 **Wande Awoniyi** 37:52  
I go home and I'm at home and it's and I'm achieving not a great things.  
I still love it, so I feel like more of that kind of thing.  
As you said, would would help open students up.

**Fashion programme pathway leader** 37:59  
There.  
Yeah, yeah, yeah.

 **Wande Awoniyi** 38:02  
We're not trying to change their mind.  
Just open them up a little bit more.

**Fashion programme pathway leader** 38:05  
Because I think the alumni is quite crucial here, isn't it, really?

 **Wande Awoniyi** 38:07  
Quite powerful.  
That's what we getting out, yeah.

**Fashion programme pathway leader** 38:09  
Yeah, because that that's what you that's the reality of what you see and how you can build from real people in their experiences, build those connections and stories and.  
That.  
Yeah, that's something.  
Just gonna be tapped into more.

 **Wande Awoniyi** 38:25  
Do you think teaching wise we could do anything as in our references here we just here we decide to profile or refer to.

**Fashion programme pathway leader** 38:31  
Ohh.  
Yeah, probably.  
You mean in terms of like teaching and when you were giving it tutorial or getting people in?

 **Wande Awoniyi** 38:47  
Well, actually, maybe I don't know about your teaching.  
I know in design we always do.  
I'm going now at 4:00.  
O'clock to the V&A for the Coco Chanel fashion in motion we do all these collaborations with LVMH and then the rest of it, but it's always the same big powerhouses and so it gets ingrained in them that this is what success looks like to to be here.

**Fashion programme pathway leader** 38:59  
Hmm yeah.  
Yeah, yeah, yeah.  
Same thing.  
Think yeah.  
Yeah.  
Yeah, I think it's maybe a bit different because we do the other image, but then we also do like we do the revival project, working with the the like circular branding across who Paris.

 **Wande Awoniyi** 39:15  
Is it different on your pathway?  
Umm.  
Umm oh wow.

**Fashion programme pathway leader** 39:29  
And so we do like, that's an example of a really great project.

 **Wande Awoniyi** 39:32  
Yeah.

**Fashion programme pathway leader** 39:33  
I don't know if they do in like internships or placements and things like that, but and then we do like do I think like they we did a Uniqlo?

 **Wande Awoniyi** 39:37  
Hear you.

**Fashion programme pathway leader** 39:42  
Obviously not a lot of pains about that.

 **Wande Awoniyi** 39:42  
Yeah.

**Fashion programme pathway leader** 39:45  
They don't.  
They didn't.  
They think it's too High Street to them.  
Like as you can guess, I don't really come from a luxury like that's not my.  
That's not my entry point into fashion, luxury fashion.  
I don't I.  
And I'm not.  
I'm actually probably not knowledgeable about it enough for sometimes I'm a bit like don't really.  
Some of the students I'm like, I don't really know.

 **Wande Awoniyi** 40:04  
Yeah, no.

**Fashion programme pathway leader** 40:04  
And I do know about, like, not street fashion, but more like youth, cultural, fashion and style and those kind of brands.

 **Wande Awoniyi** 40:10  
Yeah.  
Yeah, OK. Yeah.

**Fashion programme pathway leader** 40:14  
And I think maybe it's like maybe connecting with some move those to broaden out this idea of like.

 **Wande Awoniyi** 40:20  
Yeah.

**Fashion programme pathway leader** 40:25  
Fashion being not just high fashion because there is a lot of interest there beyond high fashion.  
You know people?  
No, they're not all interested in in.  
Certainly an FCP.  
There certainly not all interested in that high fashion.  
There's definitely people who are, but then then that's all.

 **Wande Awoniyi** 40:38  
Right.  
That's good, yes.

**Fashion programme pathway leader** 40:40  
I wouldn't say that a tool that was the stronger.

 **Wande Awoniyi** 40:44  
That's interesting.  
That's interesting.  
What I wasn't sure about, but I I feel like I I have got that sense just from the students I've spoken.

**Fashion programme pathway leader** 40:47  
Hi.

 **Wande Awoniyi** 40:51  
I've come through my way and FCP lot are definitely have more.

**Fashion programme pathway leader** 40:51  
Yeah.

 **Wande Awoniyi** 40:57  
You know niche and independent.

**Fashion programme pathway leader** 40:59  
Voice to independent.

 **Wande Awoniyi** 41:01  
Definitely they they have certain photographers and stylists that they wanna work with and these are very individual.

**Fashion programme pathway leader** 41:04  
Yeah.

 **Wande Awoniyi** 41:07  
They're not global, they're not part of a massive agency.

**Fashion programme pathway leader** 41:08  
Yeah, they don't.  
They did not really.  
That I wouldn't say that.  
There's definitely some who like, really wanna there will be with certain brands or working with certain brands, but I wouldn't say they're.  
They're not really on the luxury side.  
There's a hand, I'd say handball or maybe like 20%.  
Who are more leaning towards that even mean?  
Even that really?  
Umm, but maybe it's just like, yeah, is it's it's maybe a bit more, more diverse, but I think Alvin H like, yeah, constantly working with LVMH, it would be good to just work with some other brands because we our our national.

 **Wande Awoniyi** 41:30  
Umm.  
Cool.  
The thing is, they also have the money because we do ask for the money, don't we?

**Fashion programme pathway leader** 41:50  
Yeah, I know.  
But yeah, we didn't either.  
We couldn't need the money to make good projects as well, and I personally didn't.

 **Wande Awoniyi** 41:56  
Yeah.

**Fashion programme pathway leader** 41:58  
I didn't have a problem with Uniqlo from the point of view of like I get.  
Why some people had a problem with Uniqlo, but I I also don't understand why.  
Umm that?  
I don't know.  
I'm not this sort of fashion.  
The elitism like there's not.  
There's, you know, we're not really gonna work with Balenciaga because Balenciaga don't really need to.  
Do you know what I mean? They.  
When wanted to work with companies that want the inside of CSM students, uh, they might.

 **Wande Awoniyi** 42:33  
You don't think Balenciaga woods?

**Fashion programme pathway leader** 42:36  
But I I wouldn't.  
It's almost not appealing in a way, but for my view, because what can you do that's that's really that's so strong.

 **Wande Awoniyi** 42:41  
His.

**Fashion programme pathway leader** 42:48  
Well, I've already got.  
Is so decided?  
Or do you know what I mean?  
It's like you can have more.  
You can respond more to a brand like Uniqlo in a way, because Balenciaga so well.

 **Wande Awoniyi** 42:57  
Alright.

**Fashion programme pathway leader** 43:00  
Imagine, like, do you know what I mean?

 **Wande Awoniyi** 43:01  
Stablished.

**Fashion programme pathway leader** 43:03  
Established now in terms of their net, their base amongst young people is very established.

 **Wande Awoniyi** 43:03  
I'd like to devise yeah.  
Umm.

**Fashion programme pathway leader** 43:08  
So how would you then make a mark?

 **Wande Awoniyi** 43:11  
Umm.

**Fashion programme pathway leader** 43:12  
We I don't know, but.

 **Wande Awoniyi** 43:15  
It's very interesting.  
That's that's interesting.  
Way to look at why they're not tending to go to those my in luxury.

**Fashion programme pathway leader** 43:22  
Yeah, yeah.

 **Wande Awoniyi** 43:25  
Umm, it was not challenging enough for them.

**Fashion programme pathway leader** 43:28  
Yeah.  
Yeah.

 **Wande Awoniyi** 43:32  
Right.  
Well, we should leave it there.

**Fashion programme pathway leader** 43:36  
Yeah.

 **Wande Awoniyi** 43:37  
Taking up an how was that?  
Thank you so much.

**Fashion programme pathway leader** 43:40  
No, no, no. It's good.

 **Wande Awoniyi** 43:41  
It wasn't too challenging, was it?

**Fashion programme pathway leader** 43:42  
Yeah.

 **Wande Awoniyi** 43:43  
It was.

**Fashion programme pathway leader** 43:43  
No, no, no, I didn't.

 **Wande Awoniyi** stopped transcription