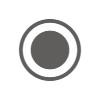
**Transcript ARP research interview: Fashion programme pathway leader 11/12/23**

December 11, 2023, 2:09PM

**Wande Awoniyi** 0:03  
Will only be.

 **Wande Awoniyi** started transcription

**Wande Awoniyi** 0:05  
Transcribed so as anonymous quotes from second year BA or it's from BA Fashion tutor, so it will be quite general and you'll be anonymous and we'll just be like, you know, quoting some of the things that we extract from this interview.

**Fashion programme pathway leader** 0:07  
Yeah.  
Yeah.

**Wande Awoniyi** 0:26  
I will send you probably tomorrow a consent form and because I haven't sent them out yet, I haven't got them sequentially before I started, but it to give you an indication as to not to give too much away, but to set the scene as to tone of the questions we're looking at.

**Fashion programme pathway leader** 0:30  
Yep.

**Wande Awoniyi** 0:44  
What I'm looking at.  
Breaking the amount of the elite Euro, American fashion house and the perception that perhaps looking into where students go for placements and why what their motivations are, and from recent data looking back over the years and a lot of our students picked to go to the same geographical location.

 **Fashion programme pathway leader** joined the meeting

**Wande Awoniyi** 1:12  
So it's usually your America very strongly.  
And so it's basically looking at that this decision making what influences their decision making, what perceptions they have of the more global fashion market and in particular emergent markets.  
So when we speak about and imagine my America, South and East Asia, Africa, how much do they know about the broader fashion market outside that kind of very elite? You are American frame.

**Fashion programme pathway leader** 1:36  
No.

**Wande Awoniyi** 1:50  
So that's kind of where we're going with this, but not to give too much away.

**Fashion programme pathway leader** 1:50  
Yeah.  
Yeah.

**Wande Awoniyi** 1:55  
So my first question for you is where did you study and did you do a placement? Yeah.

**Fashion programme pathway leader** 1:59  
Yep.  
So, but that was because I studied Central St.  
Martins, I graduated in 1993.  
The way that the course worked then was that if you you did the whole year together, but you it was then after you've done the first year that you chose what pathway you wanted and because loads of people wanted to do womenswear, they excluded the womenswear students from placement.  
So the only people that were allowed to do print to Placement were print knit menswear and it was called FDM.  
It was fashion design with marketing and management.

**Wande Awoniyi** 2:44  
Ohh.

**Fashion programme pathway leader** 2:45  
So we I wasn't actually allowed to do a placement now because I'm, you know was quite challenging, should we say I decided well, I want to do a placement anyway and I.  
Met someone at Camden Market and was all due to go with one of my friends who was a Prince student on the course to Bali to go and do textile design for a year and then this woman could deeja what disappeared.

**Wande Awoniyi** 3:10  
Wow.

**Fashion programme pathway leader** 3:16  
So that didn't happen.

**Wande Awoniyi** 3:18  
Oh my.

**Fashion programme pathway leader** 3:18  
That's that's what I planned to do and that was putting at risk my place on the court because then they didn't have to accept me back now because she disappeared and it fell through.

**Wande Awoniyi** 3:24  
Your place? Yeah.  
Right.

**Fashion programme pathway leader** 3:34  
Umm, I never went, but that was what I aimed to do.  
That was what I wanted to do, so I think ohh all of my work experience then came afterwards I did.

**Wande Awoniyi** 3:46  
Umm.

**Fashion programme pathway leader** 3:47  
Do I did placement for a bit?  
I mean, I I did.  
So I left college, the bank said.  
You've got to get a job because I owed money and I ended up working for a magazine in the middle of the countryside, which was to do with embroidery and I learnt CAD there.

**Wande Awoniyi** 4:05  
Umm.  
Umm.

**Fashion programme pathway leader** 4:08  
So in Broidery and I also learn everything about embroidery and I learned I learned deadlines because I didn't get it.  
Deadlines at college.

**Wande Awoniyi** 4:19  
Did you feel?

**Fashion programme pathway leader** 4:19  
I.

**Wande Awoniyi** 4:20  
Did you feel disadvantaged that you didn't get to go on placement and yeah.

**Fashion programme pathway leader** 4:25  
Ohh definitely I think I I I I really wanted to.  
I mean, I remember people like who centralian.  
He was in the year above me.

**Wande Awoniyi** 4:34  
Yeah.

**Fashion programme pathway leader** 4:36  
And but he waited the same year as me.

**Wande Awoniyi** 4:36  
Yeah.

**Fashion programme pathway leader** 4:41  
And he'd gone as far as I understand, to Hardy Amies and I ended up years later going to Hardy Amies because.  
I wanted to understand more about tailoring.

**Wande Awoniyi** 4:54  
Umm.

**Fashion programme pathway leader** 4:55  
Umm.  
And I think in part, the fact that I'd got the Placement Hardy aim is you know, because you know I I didn't it come on so failed to launch things.  
You know, I didn't leave college and go into that fantastic job I went.

**Wande Awoniyi** 5:17  
Yeah.

**Fashion programme pathway leader** 5:18  
I, after the magazine came back, studied tailoring at LCF in evening school, and I actually got a job as an alterations tailor at Harvey Nichols.

**Wande Awoniyi** 5:21  
Umm.  
Umm.  
Right.  
Yeah, yeah.

**Fashion programme pathway leader** 5:30  
So I spent at least a year altering designer clothes for rich people and to to pay the rent.

**Wande Awoniyi** 5:36  
Umm.

**Fashion programme pathway leader** 5:40  
And also learn loads about production because I was taking everything to pieces to change it, you know, and also got more confident in working with posh garments.

**Wande Awoniyi** 5:43  
Right.  
Yeah, yeah, yeah, yeah.  
Yeah, they are luxury items, yeah.

**Fashion programme pathway leader** 5:53  
But uh also then did the work placement at Hardy Amies and UM.

**Wande Awoniyi** 6:02  
That's a graduate.

**Fashion programme pathway leader** 6:03  
As a graduate, yeah, as a graduate.  
And then I think that was one of the things that helped me along with working at Harvey Nichols, get the raw warrant holders scholarship, which took me to am Dior.

**Wande Awoniyi** 6:15  
Wow.

**Fashion programme pathway leader** 6:18  
I mean, I had to.  
I had to negotiate with Dior to have me.  
It wasn't like it was a gift, you know, I had to negotiate to get the scholarship, but I also had to negotiate to deal that with your to actually have me and I I did a, they called it observatories because I'd graduated.  
I couldn't be a starch, couldn't be a stage.  
Yeah.

**Wande Awoniyi** 6:41  
Yeah, yeah.

**Fashion programme pathway leader** 6:42  
So I worked in the Atelier Oak Curatella at Dior for a year in Paris, so that again was another type of work Placement after I'd graduated.

**Wande Awoniyi** 6:48  
Umm.  
Umm.  
OK.

**Fashion programme pathway leader** 6:56  
But learnt so much there.  
I mean that was beyond while just right.

**Wande Awoniyi** 6:59  
Yeah.  
And and even though he was a graduate, they still treated you as somebody who was learning and developing.

**Fashion programme pathway leader** 7:05  
Yeah, I had a I had a lady.  
Madame Ellian, I sat next to her very quietly for a long time, and she basically took me through everything you know, she taught me, and I then I I.  
I almost don't wanna say it because, you know, I was her \*\*\*\*\*, you know.

**Wande Awoniyi** 7:24  
Yeah, absolutely.  
I've been there.  
Yeah.  
Yeah, but they these people, the ones that teach you the most.

**Fashion programme pathway leader** 7:27  
I think yeah.  
You know, I was.  
I I did everything that she asked me to, but also throughout the year.

**Wande Awoniyi** 7:35  
Yeah.

**Fashion programme pathway leader** 7:37  
She then took the time to teach me and I left with a complete oakshire suit and another jacket, you know, made from scratch and learn everything about all the processes.

**Wande Awoniyi** 7:40  
Yeah.  
Wow, yeah.  
Yeah.

**Fashion programme pathway leader** 7:51  
That is brilliant.  
It was incredible. So.

**Wande Awoniyi** 7:52  
Yeah, but it's it's really interesting you say that because you had to kind of humble yourself, you know, and your position to be someone's bike, you know, to take whatever they give you.

**Fashion programme pathway leader** 7:57  
Yeah.

**Wande Awoniyi** 8:03  
And because they're actually shutting you out as well to see how much you've got in you to stick it out, and then they trust you, and then they start to open up and share with you more.

**Fashion programme pathway leader** 8:07  
Yeah, yeah.  
Yeah, yeah.

**Wande Awoniyi** 8:13  
But it's a process and it can take time, yeah.

**Fashion programme pathway leader** 8:16  
Yeah.  
And it was then.  
Having done that, I started helping a friend who I'd met at college who I'd never been particularly good friends with here.  
But it's that there were three other people when you from here who were in Paris at the time.  
We used to hang out.  
Two of them set up a company together because I had such experience from Dior, about 3 draping.  
And how to create something in a much more creative way rather than just sticking with the pattern?  
I help them when they launch their business.  
She was then leaving Louis Vuitton, where she'd been working.  
She got me the interview and then I got the job there, you know?  
So then I went on as a designer with My Portfolio from college and where I worked there for three years.

**Wande Awoniyi** 9:02  
Well, right.  
Wow. Ohh.

**Fashion programme pathway leader** 9:05  
You know, uh, so.  
But for me there's a really clear link between.  
Being able to.  
Learn a craft and understanding the industry and then that turning into along with language.  
You know the fact that I could speak fluent French by them because no one in in to your spoke English to me umm was a huge advantage in being able to get that job.

**Wande Awoniyi** 9:28  
We will.  
Yeah, yeah, yeah, yeah.  
Yeah, absolutely.

**Fashion programme pathway leader** 9:37  
Yeah, and.

**Wande Awoniyi** 9:38  
Yeah.  
And you created that for yourself?  
Yeah, I sticking with it.

**Fashion programme pathway leader** 9:41  
But and yeah, and UM.  
I got when when the we used to do it like the students used to do a trip with the tutors.

 **Wande Awoniyi** 10:06  
Those days, yeah.

**Fashion programme pathway leader** 10:07  
But and that after that?

**Wande Awoniyi** 10:07  
Yeah.

**Fashion programme pathway leader** 10:10  
Will?  
He asked me to come back in and talk to the students about my journey and that was the beginning of teaching.  
I didn't really.  
I didn't think I wanted to teach, but I did that for about three years in a row.

**Wande Awoniyi** 10:18  
Umm.

**Fashion programme pathway leader** 10:21  
And then after that they asked me to teach a project and then two projects and then I would do 2 projects and portfolio tutorials, you know.

**Wande Awoniyi** 10:25  
By.

**Fashion programme pathway leader** 10:31  
So all kind of slowly, slowly.  
Partly when I was in Paris, I'd come over and do a bit.

**Wande Awoniyi** 10:34  
Yeah.  
Yeah.

**Fashion programme pathway leader** 10:37  
And then where I, you know, leave it and we're happy cause they'd pay for me to come because they saw it as a good social, you know, interaction things so.

**Wande Awoniyi** 10:44  
Yes, yes.

**Fashion programme pathway leader** 10:48  
So no, I didn't do a placement, but I have done a lot of work experience.

**Wande Awoniyi** 10:52  
Yeah, he found an adverb. Yeah.

**Fashion programme pathway leader** 10:53  
I'm you know, I'm pay.  
Yeah, unpaid and I see the benefit of of doing that.  
If you see what I mean.

**Wande Awoniyi** 11:00  
10 right.  
So my next question is, you're in your, you're actually at the forefront of understanding students, desires and aspirations because we've already started this Second Year place dips program last year.  
So in your mind, when students I get before you know we did this second year program, what are the top businesses, brands, designers, do you believe students want to go to?  
Is there a roster that you always hear?

**Fashion programme pathway leader** 11:31  
Yeah, yeah.  
I mean it's it is Balenciaga, Galliano at Margiela, Dior Umm used to be Mark Jacobs not so much Mark Jacobs anymore, you know, possibly used to be bit prehensive, Shula.  
We have had a few Oscar de la Rentas AM the, and then there'll be a.  
Charles, Jeffrey, Keiko, adding off.

**Wande Awoniyi** 11:59  
Yeah.

**Fashion programme pathway leader** 12:01  
Uh, uh.  
What's the name?  
Uh, in London?  
The girl that does all the lace.  
Russia. Simone.  
Russia.

**Wande Awoniyi** 12:09  
The moon, yeah.

**Fashion programme pathway leader** 12:09  
Yeah, well, all have you know it, it is all kind of that.  
UM, we do talk to them about the fact that.  
They should be thinking about what do they actually want to finally do?  
What skills do they need to bring?  
You know, because if you want to be changing the world and you want to work for an NGO or you want to, you know, I have got Graduates who've gone off and done really successful, sustainable projects.  
Umm uh.  
What's it called on the site cost 8, but I can't remember.  
I'll find I'll find the link.  
Is it a girl called Sarah?  
Emily turp Hanson.  
She ended up going to India to work for.  
She wanted to study embroidery to work for.  
An embroidery is called moon something.  
Anyway, when she was out there, she found this company who washed plastic bags, shred them, leave them.

**Wande Awoniyi** 13:12  
Umm.

**Fashion programme pathway leader** 13:13  
And she's turned that into, I think it is called Cask 8 CAS.

**Wande Awoniyi** 13:17  
Right.  
Yeah, I'm going to write that.

**Fashion programme pathway leader** 13:19  
See CAS C and then #8.  
Umm.  
And and she's turned that into a good business.  
She's selling in Paris.

**Wande Awoniyi** 13:29  
Yeah.

**Fashion programme pathway leader** 13:31  
You know, she turns them into designer handbags, but that is not, it's not.  
Uh, that not like a Chanel bag, but good design.  
And she sold them in places like Pantops in Paris, you know?

**Wande Awoniyi** 13:45  
Ohh.

**Fashion programme pathway leader** 13:46  
So we kind of hold and there's another girl called Sabrina.  
Who?  
Who's label is called Sabrina and she's Austrian, and all of her, all of her collections have always been sustainable.  
And she was about four years ago on the Forbes under 30 list for you.

**Wande Awoniyi** 14:01  
You know.  
Why?

**Fashion programme pathway leader** 14:07  
You know, umm, as someone who is championing umm, if I can find it, I'll find I'll get the link the umm.

**Wande Awoniyi** 14:17  
Thank you.  
Because I mean that that's kind of lead into kind of my kind of following questions.  
So for you and, well, let's start with the student first.  
What do you think the most?  
Mostly students want to achieve during that year.

**Fashion programme pathway leader** 14:37  
I mean, I think it's a mixture.  
One, it's they want to learn more about the industry.  
They want to understand, they want.  
They want to get skills, you know, whether it's pattern cutting or actually understanding the sales process and some of them don't know they need that.  
They want to know those what they don't want to do is humble themselves like coffee.  
And I think sometimes like, you know, they that sometimes it is, do that and then meet the people who are going to take you forward.  
You know, I kind of think you sometimes making coffee is a good thing.  
They're not really realizing what they're learning from, from service, you know, from being if you can develop a reputation as someone who can be really relied on, who will turn up, who will put the effort in and put the hours in.

**Wande Awoniyi** 15:14  
Umm.  
Umm.

**Fashion programme pathway leader** 15:28  
Uh, in this industry, personal relationships, you might meet a stylists or photographers assistant.  
Who, who?  
You develop a relationship with who then goes on to do great things, you know.

**Wande Awoniyi** 15:39  
Umm.  
Yeah.

**Fashion programme pathway leader** 15:46  
So I think part of it is reputation building and even if it station building for being someone who can be relied upon to deliver the right coffee to the right person.

**Wande Awoniyi** 15:49  
Yeah.  
Umm.

**Fashion programme pathway leader** 15:55  
Right now I don't think you know.  
Of course, no.  
That you there need is give and take.  
There needs to be respect that you.  
I wouldn't expect them to be doing a job that's deadly boring, but we do talk to them about.  
Think about what you want to do once you've graduated it and future casting.  
So then working backwards.  
Well, what did you have to create for a final collection in order that that opportunity arose?  
So then what do you have to create for?  
Umm, what do you have to bring into the final year so that you could create that collection?  
So what did you have to learn in your placement year in order that you could enter the final year with that?

**Wande Awoniyi** 16:35  
Right.  
Yeah.

**Fashion programme pathway leader** 16:45  
And then, OK, So what kind of portfolio do you need to put, you know, where are you gonna get these skills that you wanna bring into the final year or these contacts or these experiences or this understanding or this knowledge, what kind of portfolio are you gonna have to create in order that you can?  
Make your luck.  
So that that the chances of this happening is higher than.  
Then it would have been if you just rolled the dice, because I think there is an element of luck to it, but you, you know. Umm.

**Wande Awoniyi** 17:23  
Ohh and here you know.  
Umm.

**Fashion programme pathway leader** 17:31  
I mean, I've been reading.  
Bits and pieces coming up if they're not thinking about the growth that's gonna happen in, in other countries, you know, because we do treat, we do treat Fashion as as completely Eurocentric and.  
And kind of white, northern European.

**Wande Awoniyi** 17:57  
Who?

**Fashion programme pathway leader** 17:57  
And yet, in the next 50 years, the amount of growth that's going on in all of these other countries, I fashion industry is gonna be in the doldrums.  
And they're gonna have all of the money to pump into creativity.  
You know, I'm talking about South America.  
I'm talking about uh, uh, Indonesia is a huge UM, huge population.

**Wande Awoniyi** 18:13  
Umm.

**Fashion programme pathway leader** 18:19  
A huge amount of growth coming up if if they want exciting business.  
These are the places they need to be thinking about making contact with.

**Wande Awoniyi** 18:28  
Well, that so that's a good question.  
So how knowledgeable would you say our students are in terms of understanding the market beyond euro, European Europe and America and in terms of when they make Creative references?  
How global are they in their thinking and approaches?

**Fashion programme pathway leader** 18:49  
Yeah, I don't I think because our this what they're learning from is from our media and I don't think at the moment that is so open.

**Wande Awoniyi** 18:59  
Yeah.

**Fashion programme pathway leader** 19:05  
I think you have a rising population of really talented really.  
You know, really creative members of kind of diaspora, but they're still Western.

**Wande Awoniyi** 19:18  
Umm.

**Fashion programme pathway leader** 19:20  
They're still, you know, I don't think our students and I don't think us, to be honest, have a great knowledge of what you know.  
I've been to Brazil.  
Umm once at 4/4 work for a conference and got a tiny bit of an understanding of, you know, and discussions of why didn't H&M work in Brazil?

**Wande Awoniyi** 19:33  
Umm.  
Bye.

**Fashion programme pathway leader** 19:45  
And M went, and launched I think 10 shops.

**Wande Awoniyi** 19:48  
Yeah.

**Fashion programme pathway leader** 19:49  
They felt exactly the same clothes all over the world.  
In Japan, they sell the same things as they sell in North America as they sell in Sweden.  
You know, it's it's all the same design.  
They'll stop different sizes, but they won't do particularly different cuts.  
But H&M went spent hundreds of thousands of pounds launching, stayed, I think, for two or three years and then pulled out because no one was buying it.

**Wande Awoniyi** 20:06  
Umm.

**Fashion programme pathway leader** 20:15  
So I don't think we have a great understanding of what's necessarily or available globally and why it's different.

**Wande Awoniyi** 20:29  
Yeah, yeah, yeah.

**Fashion programme pathway leader** 20:30  
While it tastes are different.  
But in terms?

**Wande Awoniyi** 20:35  
So we all do you feel like we are kind of training our designers to work within the same system that is set up already, which is to just to focus on, you know, getting a prestige placement or or career have a career in Europe or America.  
Is that what do you think?  
That's the perception of success.

**Fashion programme pathway leader** 20:56  
I think because of what they're really, you know, I'm of course I'm going to blame the the people who do make the communication because they're setting up umm.  
There isn't so much information available.  
Uh, but that is, I guess that is changing about who is the coolest.  
What's going on in in Africa and who are the coolest designers?  
I think that is changing, but it's still slow to change what?  
I think it would be difficult for.

**Wande Awoniyi** 21:31  
So.

**Fashion programme pathway leader** 21:33  
I'm not being funny, but I'm gonna be completely honest.  
I think it would be difficult for someone who was white to go over to Africa and say I'm gonna make my career here and I'm gonna be designing for you.  
And I'm gonna be telling you what's cool?  
I'm not being funny, but, but you know, so if it

**Wande Awoniyi** 21:51  
OK, that's interesting.

**Fashion programme pathway leader** 21:54  
I'm being honest because that would seem wrong.

**Wande Awoniyi** 21:58  
Yeah.

**Fashion programme pathway leader** 21:59  
You know that it would be again the kind of colonial, you know, I'm telling you, what's called.  
Whereas actually I I don't remember that there's a girl called Pamela.

**Wande Awoniyi** 22:09  
Can I?

**Fashion programme pathway leader** 22:11  
Who?  
Womenswear up somewhere in the very long time ago, I will have her email, but she was doing a lot of work about 10 years ago with W African fashion and and she was well ahead.  
She did a she did definitely did something with Aesthetica.  
She was kind of well ahead of of the loop and I wonder what she's doing now because.  
She used to model for Howards.  
So maybe he'd have her contact details.  
She would definitely be someone really interesting to talk to umm.

**Wande Awoniyi** 22:46  
Who?  
I think it's.  
I think it's interesting what you said because of, you know, like a white person going to Africa or South America or Asia to design with for their culture or whatever, because that's what.  
Asians and Africans do.  
In Europe, we are designing for Europe.

**Fashion programme pathway leader** 23:10  
Yeah.

**Wande Awoniyi** 23:11  
P and bring our influence our African influence or Asian influence into European fashion, which is maybe more readily accepting of taking on different, so it is quite.  
It is quite interesting that we can take students globally.  
We you know, when we admit them in to attend to, you know, to join the course in roll them, but we don't send them far out, we still send them within.

**Fashion programme pathway leader** 23:26  
Yep.  
Well, I kind of think we don't.  
I mean, on my course.  
Wow, there's a whole there's a massive gap.  
You know, we have lots of students who are, you know, maybe maybe first or second generation third generation, but we don't have students who are actually from.

**Wande Awoniyi** 23:53  
Umm.

**Fashion programme pathway leader** 24:02  
The African continent who are applying.  
So why is?

**Wande Awoniyi** 24:05  
Right, yeah.

**Fashion programme pathway leader** 24:06  
Why is that?  
What's going on with the arts schools there?  
I know S\*\*\* done some work.  
Wait.

**Wande Awoniyi** 24:11  
Umm.

**Fashion programme pathway leader** 24:11  
When a project was it last year or the year before, where they did a A.  
Uh, uh.  
Collaborative project with an African art school.

**Wande Awoniyi** 24:20  
Umm.

**Fashion programme pathway leader** 24:21  
But even then, our students got funny about it because they were saying it's like we're becoming white saviors going in and teaching them what we know.

**Wande Awoniyi** 24:31  
Umm.

**Fashion programme pathway leader** 24:32  
But actually what's there was saying was they their that those students had a whole culture and of of textiles that they were actually bringing to to the project.

**Wande Awoniyi** 24:43  
Umm.  
As an exchange.  
Yeah, yeah.

**Fashion programme pathway leader** 24:46  
And our students were not not that they weren't, because it wasn't a project that I was involved in.  
So I'd I don't really know.  
It was just our students.  
Weren't appreciating the depth of the knowledge that that was that the was in the exchange, so some of our students felt really uncomfortable.

**Wande Awoniyi** 25:03  
Umm.

**Fashion programme pathway leader** 25:10  
That it had been set up for them to go and teach these students how to design but actually weren't accept weren't actually seeing the value of the knowledge.

**Wande Awoniyi** 25:22  
Of course they had to offer.

**Fashion programme pathway leader** 25:23  
Yeah.

**Wande Awoniyi** 25:24  
Yeah.

**Fashion programme pathway leader** 25:24  
So they it was kind of like political correctness gone crazy.

**Wande Awoniyi** 25:24  
And Exchange.

**Fashion programme pathway leader** 25:27  
They were seeing themselves as being bad doing this because actually, no, you do you not see what they've got to give you is equally or or more important than what than what you've got to teach them anyway.

**Wande Awoniyi** 25:40  
I I actually did a little activity with the Second Jays part of this research.  
I wanted them to do a mind map and I wanted them to list as many non European non American designers, creators, photographer, stylist, whoever you could think of and I flicked through the mind maps and it's quite it's quite limited.

**Fashion programme pathway leader** 25:53  
Yeah.  
Yeah.

**Wande Awoniyi** 26:00  
Their knowledge and admittedly so a lot of them said one, they couldn't.  
If I gave him two activities, list of businesses outside of Europe and America.  
The second one was just tell me who you want to work for and where are they geographically and some students struggle to list more than five brands that they even wanted them to work for themselves personally, let alone global.

**Fashion programme pathway leader** 26:12  
Yeah.  
Yeah.  
Yeah.

**Wande Awoniyi** 26:25  
Being aware of global influencers and designers and creatives.  
So how do you think?  
We could encourage that more wider broaden awareness of the market.

**Fashion programme pathway leader** 26:35  
Well, we need.  
We need to we need to one where designers do turn up in the media, the media that they're consuming because obviously they it we need to sign, post them and say have you seen this?  
Have you seen that?  
Have you?  
You know it's and too.  
It would be great to get people in even.  
It's just if, even if it's just that there was a sustainability talk and there was a guy who works with on terrible names.

**Wande Awoniyi** 26:58  
Yes. Yeah.

**Fashion programme pathway leader** 27:09  
But so I you have to forgive me for not remember his name.  
Umm, he works in Ghana in Accra with the recycling project and he he was part he, you know, he it was his presentation talking about the damage that was being done to the local economy due to the dumping of garments.

**Wande Awoniyi** 27:20  
OK.

**Fashion programme pathway leader** 27:32  
And it was great.  
And it was really exciting to see what he had to say and to kind of and to get a feeling of somebody because he was running workshops and he was teaching people how to and selling, you know.  
It was great to kind of have him talking about, you know, his perceptions rather than other people kind of saying it.

**Wande Awoniyi** 28:01  
Umm.

**Fashion programme pathway leader** 28:05  
You know, he's actually there on the ground.  
This is his experience.

**Wande Awoniyi** 28:07  
Yeah.

**Fashion programme pathway leader** 28:10  
I mean this, this this.  
I can't remember if.

**Wande Awoniyi** 28:15  
I think I know who you're talking about.  
Like the name was the tip of my tongue as well.  
Uh, is it orange something?

**Fashion programme pathway leader** 28:23  
You'd have.  
I don't know who organised it.  
I think it might have actually been part of that.  
We all face the 1st.

**Wande Awoniyi** 28:32  
You know, can I say that you did do something.  
You had?  
Umm that student that X women's student who graduate in 2018 from Korea?  
Is it mean what was her name?  
She came to do the talk.

**Fashion programme pathway leader** 28:44  
M\*\*\* C\*\*\*\*.  
Yeah, yeah.

**Wande Awoniyi** 28:45  
M\*\*\* C\*\*\*  
Yeah, she's emailed me.  
Actually, about taking on some students for her for her practice, and that was really I liked the point of what we can do is introduce them, you know, more alumni, where they're actually ending up working from a broader demographic geographically, starting business and career starting business in India, you know.

**Fashion programme pathway leader** 28:51  
Yeah.  
Yeah.  
Yeah.  
I mean.  
We do, we do have, UM students who in there only be one or two a year, but we do have people always go to Japan.

**Wande Awoniyi** 29:17  
Yeah.  
Yeah, but just a couple though.  
This year we've got something career, but those are Korean students.

**Fashion programme pathway leader** 29:20  
Yeah.

**Wande Awoniyi** 29:25  
They have very valid reasons, some of them for sticking to Europe, which was really insightful for me because I had my own preconceptions, but, for example, for example, the students with TfL visas are like, well, this is my only opportunity to work in Europe unless I score a job when I graduate.

**Fashion programme pathway leader** 29:30  
Yeah.

**Wande Awoniyi** 29:43  
So I want to get that work experience on my CV and then some of them that they wanna go back to.

**Fashion programme pathway leader** 29:43  
Yeah.

**Wande Awoniyi** 29:48  
A\*\*\* said that it's gonna look good if I have big, high profile brands on my CV for when I go back to Asia.

**Fashion programme pathway leader** 29:55  
Yep, yeah.

**Wande Awoniyi** 29:55  
It seemed more of a premium, so it's my question is, how important do you thinks that having those big high profile brands is on their CV?

**Fashion programme pathway leader** 30:05  
I think one if they doing 3 placements, I think 1 is good.  
I think it gives.  
It's terrible, but it gives other high profile brands if they want to go and work for a high profile brand, whether that be in Korea or anywhere.  
Yeah, umm, having one of those names on their CV makes somebody think, rightly or wrongly.  
Ohh, they're of a certain brand level, you know, and now.  
It's it's part of twisting the key to open the door is your CV.  
Now you can have another student who just has a has no high brands and has the most incredible work and really talented there work will will twist the key and open the door because the person will look at that and think ohh wow.

 **Wande Awoniyi** 31:01  
Umm.

**Fashion programme pathway leader** 31:04  
Really talented.  
Definitely wanna see them but.  
I do think it's helpful when HR are sorting through stuff, if they if it you know it rightly or wrongly because you don't know what they've done at that brand, you don't know.  
But it's kind of like a little club, you know, they it's this all the luxury brands and ohh they've done something with Chanel or oh, they've done something with Louis Vuitton and it it just gives them an opportunity to turn that key a little bit further and maybe it will get them an interview.

**Wande Awoniyi** 31:24  
Yeah.  
Yeah.

**Fashion programme pathway leader** 31:41  
Obviously they're not going to get a job unless they're good enough, but.

**Wande Awoniyi** 31:43  
Well, this exactly this is the this is The thing is this perception.  
If we if they don't get.  
I know by looking at data that only maybe 10% or 20% get to go to those luxury brands.

**Fashion programme pathway leader** 31:59  
Yet.

**Wande Awoniyi** 31:59  
So what?  
What?  
How do the students that don't make it their field do they feel that their placement year is or their careers are not gonna be successful because they didn't manage to score one of these kind of elite brands?  
And so it's?

**Fashion programme pathway leader** 32:10  
No, because I think sometimes they come back in with exactly what they've wanted in terms of skills.  
They worked really hard and they then push if they didn't get it in the Placement Year, they then push harder to try and get something when they graduate for one of these brands.

**Wande Awoniyi** 32:27  
Umm. Mm-hmm.  
Umm yeah.

**Fashion programme pathway leader** 32:34  
I mean, there's a lot of work to do with statistics on what happened.  
I mean, you know, and now that the government are actually saying that our funding depends on our employability.

**Wande Awoniyi** 32:48  
OK, let me ask you a question.

**Fashion programme pathway leader** 32:48  
It.

**Wande Awoniyi** 32:51  
If in the next few years the landscape changed and CSM students, especially the ones and women's wear, when we list promotionally all the wonderful brands that asked students go on to work for US Graduates or work for in Placement, if there were less high profile brands and luxury brands on there and more independent brands, more brands, smaller brands or brands from other countries, do you think that would affect our standing within industry in terms of that success?

**Fashion programme pathway leader** 33:20  
I think it depends I will be absolutely honest.  
I think it depends how cool they are.

**Wande Awoniyi** 33:25  
It's.

**Fashion programme pathway leader** 33:27  
Do you know?  
I mean, they can be.  
I'm gonna walk around, try and get the lights to come back on because that is something.

**Wande Awoniyi** 33:32  
This is plunged Into Darkness.

**Fashion programme pathway leader** 33:33  
There's something.  
Yeah, there's something out there.  
We go something up with it today.  
Yeah, I think it completely depends how cool they are, you know.  
Umm, there is certain cache to be gained from working for some of these tiny little brands who went well.

**Wande Awoniyi** 33:45  
Umm.

**Fashion programme pathway leader** 33:53  
Hang on.  
I'm gonna plug my computer in.  
Who?  
When? UM.  
Who when?  
The students are working.  
There may not be quite so hip and cool, but suddenly get pushed or launched or.  
Or, you know, there's some amazing communication about them and and and there's hot slice.  
You know, I don't know hot as a hot cake.  
Who knows if they're cool?  
I think it makes absolutely you know it's no different and and I kind of think there's a certain uncool Ness about working for some of these big euro white centric brands.

**Wande Awoniyi** 34:36  
That's really interesting.  
You said that because it is, it, is it E\*\*\*, one of your students when I interviewed him, he was a gosh.

**Fashion programme pathway leader** 34:44  
Yeah.

**Wande Awoniyi** 34:48  
That's my worst nightmare.  
That I do not identify with those brands or designers at all.

**Fashion programme pathway leader** 34:52  
Yeah.  
No.  
Yep.

**Wande Awoniyi** 34:59  
He wants to go with what you just mentioned.  
So.  
There is a diversity amongst the students, but I have experienced students thinking if I don't go here, I'm not successful or I'm not as good as I thought I was and it's having to shift that thinking.

**Fashion programme pathway leader** 35:14  
Yeah.

**Wande Awoniyi** 35:20  
And so it's a bit more open to what they see successes.

**Fashion programme pathway leader** 35:23  
And also to making their own call.  
Do you know what I mean?  
If if they they, uh uh.

**Wande Awoniyi** 35:28  
Lights.

**Fashion programme pathway leader** 35:31  
If you have, if you have a look, I was one of the things that I was going to mention the I will answer your question in a minute before I lose that thought is someone who might be good to talk to is he was in my year at college.

**Wande Awoniyi** 35:37  
Yeah.

**Fashion programme pathway leader** 35:46  
Sampson, saboya.  
Have you ever heard of him?

**Wande Awoniyi** 35:48  
Hey, no, I'm writing it down.

**Fashion programme pathway leader** 35:52  
SIMSON, underscore S0B 0YE.

**Wande Awoniyi** 35:54  
Yeah.  
Ohh, the boy.  
A Nigerian.

**Fashion programme pathway leader** 36:00  
Yeah.  
So he's he's UM if if you have a look on Instagram.  
He's making.  
Uh clothes using African fabric here and selling them here and there.

**Wande Awoniyi** 36:17  
Wow. OK.

**Fashion programme pathway leader** 36:18  
The.

**Wande Awoniyi** 36:18  
Yeah, he's got a good crossover.

**Fashion programme pathway leader** 36:21  
Yeah, is lovely Sampson and he's done.  
Bits of coming in and teaching, and he's like when are you gonna get me in?  
In when are you gonna get me in?  
When you're gonna get in, it's like right now, but I might.

**Wande Awoniyi** 36:29  
Yeah, he wants to come in and in.

**Fashion programme pathway leader** 36:33  
My AOL budget has just been completely slashed, you know?

**Wande Awoniyi** 36:36  
Ohh gods.

**Fashion programme pathway leader** 36:37  
So chances of getting me enough of pretty much it, it depends on us getting a sponsored project, but he's definitely someone who.  
Have you?  
You know he he cut him and he's Saint Martins.  
He always has been, you know?  
So he's got our ethos and he's also got a really interesting, umm, kind of design.

**Wande Awoniyi** 36:55  
It's yes, yes.

**Fashion programme pathway leader** 37:06  
But you know, he's a different person and.

**Wande Awoniyi** 37:07  
Umm.

**Fashion programme pathway leader** 37:09  
And I bet you none of them will be rushing out to go and work for him.  
But it's not gonna take long.  
You know, he just needs a couple of of really interesting articles and everyone that we think you know because again potentially there's.  
So there's so much potential for growth.  
Umm within that area?  
And why should everyone be making clothes for skinny white women?

**Wande Awoniyi** 37:32  
The side the same, yeah.

**Fashion programme pathway leader** 37:33  
Yeah, he does, actually.  
Mens and women.

**Wande Awoniyi** 37:35  
OK, meow.  
OK, I think that's it.  
That's really insightful.  
Thank you. Ever.

**Fashion programme pathway leader** 37:43  
I'm sure I've gone looking.

**Wande Awoniyi** 37:44  
I know we always chatting, but when we chat with this is different type of chat, isn't it?

**Fashion programme pathway leader** 37:45  
Yeah, yeah.

**Wande Awoniyi** 37:49  
It's a bit more revealing as to the bigger picture.

**Fashion programme pathway leader** 37:54  
Yeah.  
And what we need to be actually doing, it's not enough just to to kind of sit and think these things, we actually need to work out.  
Well, OK.  
Well, if I want to change it, well, I actually got to do how how am I gonna?  
You know I'm.  
I'm happy to take some nice trips and and to be no make some go drink some nice.

**Wande Awoniyi** 38:16  
Gonna make some connections with some other.

**Fashion programme pathway leader** 38:17  
Yeah, my connections, yeah.

**Wande Awoniyi** 38:19  
Yeah, institutions or businesses and we've got some students in Mexico City and then not even in Europe, but in, you know, in Denmark or in Poland, you know, they're also like, Poland, Russia.

**Fashion programme pathway leader** 38:22  
Yeah.  
Yeah.  
Yeah.

**Wande Awoniyi** 38:35  
They were also like, well, not at the moment, Russia, but emerging markets, not the typical European fashion centres.

**Fashion programme pathway leader** 38:40  
Yeah. So.

**Wande Awoniyi** 38:43  
So and I after this I'm beginning to form an idea of an intervention on a deep level, which might be like, you know, and Unit 8 level actually unit 8, right?

**Fashion programme pathway leader** 38:50  
Yeah.  
Yeah.

**Wande Awoniyi** 38:57  
That's perfect for Unit 8, as in who we bring in and to communicate with students and helping students maybe do a little research project on looking outside of, you know, those the the, the epicentre, what we call the.

**Fashion programme pathway leader** 39:12  
And also thinking about their role in changing the world for the better through design, intelligence and creativity.

**Wande Awoniyi** 39:15  
That by.  
Bye, right?

**Fashion programme pathway leader** 39:23  
Are they?  
You know you can be thrown into the belly of the beast and go into one of these great big machines, but actually you could go and do some work experience at an NGO where you just teach a group of women to do one particular thing and you set up something which can last generations.

**Wande Awoniyi** 39:29  
Yeah. Yes.  
Yes.  
Yes.  
Yeah, absolutely, yeah.

**Fashion programme pathway leader** 39:43  
You know what?  
What? What?  
We need to work out how we frame what, what their choices are, because we do get lots of students who actually do our earnest in their desire to want to change the world for the better through and it is.

**Wande Awoniyi** 40:01  
That sweetie.  
Interesting.  
I think that is that is you as a tutor taking on the responsibility.  
You've said how we frame what their choices are because they're coming to us for this learning and knowledge, and maybe it's for us to just little seeds of having explorer of this or look into that more broadly.

**Fashion programme pathway leader** 40:11  
Yeah.  
Yep.  
Yep.

**Wande Awoniyi** 40:21  
Yeah, which I think we try to do anyway we.

**Fashion programme pathway leader** 40:25  
Yeah.

**Wande Awoniyi** 40:26  
It.  
Thank you so much.  
Have all.  
That's amazing.

**Fashion programme pathway leader** 40:29  
Thank you.

**Wande Awoniyi** 40:50  
Alright, thank you so much.  
See you soon.

**Fashion programme pathway leader** 40:51  
You're welcome.  
Yeah.

**Wande Awoniyi** 40:52  
Bye bye.

**Fashion programme pathway leader** 40:52  
See you soon. Bye.