

SEED Fund: 'Do It' Awardees 2017

The SEED Fund competition supports enterprising initiatives developed by UAL students and graduates, to help grow these into new business ideas or start-ups.

Below are the winners of this year's competition, who have started to run exciting and promising enterprises.



Lara Intimates, Social Enterprise Award

Cindy Liberman (BA (Hons) Fashion Contour, London College of Fashion, graduated 2017)

Faith Leeves and Cindy Liberman met on the BA Fashion Contour in 2013. The two bonded over a passion for sustainable fashion and desire to build a more responsible lingerie industry. In 2016, Faith and Cindy teamed up to start Lara Intimates, a sustainable underwear brand launching this September. The brand uses luxury offcut and surplus lingerie fabrics and in-house production to reduce environmental impact and support local industry. Lara Intimates will launch direct to consumer online with plans to grow.

“Winning the SEED fund from UAL makes us incredibly optimistic for the future of our business. The grant and mentorship will be absolutely key to our success. Most of all, we are thrilled to be recognised by the University of the Arts. It means the world to us that UAL believes in Lara Intimates as much as we do.”



Aneka Textiles

Cathryn Hall (MA Textile Design, Chelsea College of Arts, graduated in 2016)

Aneka Textiles takes unwanted mixed fibre knitwear and fully upcycles by colour back to fibre. This is re-spun/felted into beautiful new sustainable materials. Without the use of any harsh dyes or chemicals, these environmentally friendly materials are used to hand make this luxury interior collection. Aneka Textiles is the first in the UK, and one of the few in the world, that is producing this form of sustainable mixed fibre material. Closing the loop for the future textile industry.

“The SEED fund has created an opportunity to invest in my business that I otherwise could never have dreamed I could do”



Praba 750

Ruta Eva Cepulyte (MA Innovation Management, Central St Martins, graduated in 2016)

Praba750 is fine jewellery made from recycled solid gold. The company is being built by Ruta Eva Cepulyte and Viktorija Ange Mackeviciute who are reimagining the future of jewellery through sustainability, transparency and purpose.

Praba750 both designs and manufactures their products using quality gold and diamonds. Using recycled gold offers a positive alternative to uncontrolled gold mining that subjects the world to economic exploitation, human rights violations, child labour abuses and environmental risks.

View their work at www.Praba750.com



AFTER: WORK

Johnson Wong (MA Fashion Futures, London College of Fashion, graduated in 2017)

Johnson is launching AFTER:WORK, a sustainable fashion brand that specialises in upcycling used, landfill-bound personal protective equipment (PPEs) to produce fashionable bags.

AFTER:WORK will produce a range of bags and other products made from upcycled items and will promote social awareness about sustainability issues in fashion, thereby helping to make the general public more eco-conscious.

'I would like to thank UAL Careers and Employability for awarding the SEED Do It Award for the realisation of my start-up business. Being one of the awardees is a really huge encouragement to me.'

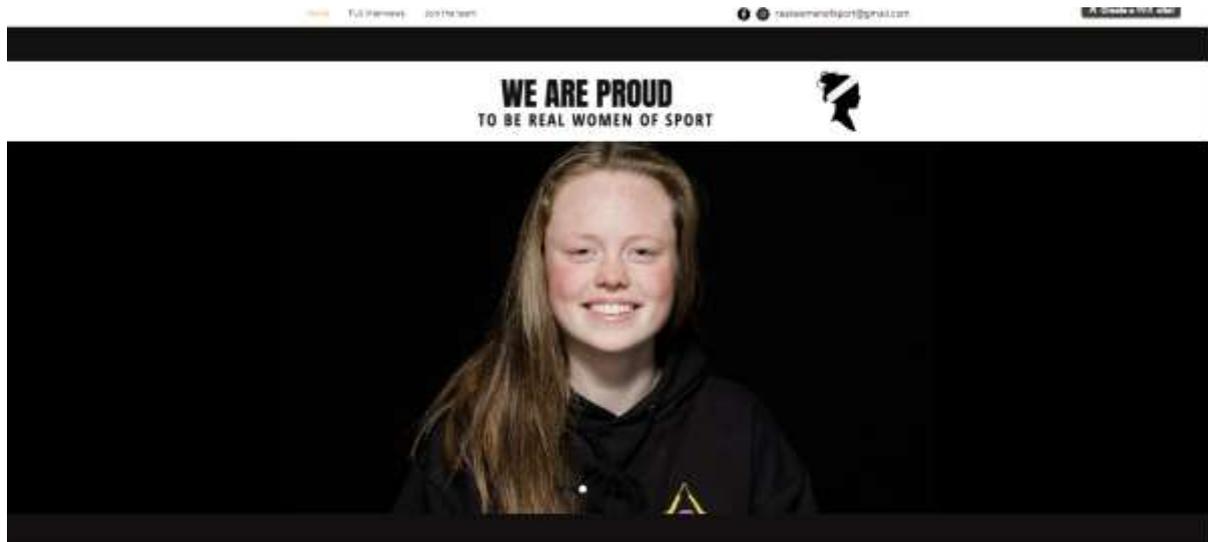
SEED discretionary awards:

Sadia Anwar



Sadia Anwar (MA Fashion Entrepreneurship & Innovation, London College of Fashion, graduated in 2017)

Sadia Anwar is a womenswear fashion brand focused on innovating modest fashion whilst using indigenous craftsmanship through a community building programme employing female artisans in Pakistan.



Halftime

Kelly Macbeth Mackay (BA (Hons) Advertising, London College of Communication, graduating in 2018)

Halftime is a network aiming to inspire women and girls to become more active and involved in sports by promoting open discussions, interviews and helping them to find local sports teams and activities to take part in.