

# ncge

## flyingstart

### Nin Castle



<b>Name:</b>	<b>Nin Castle</b>	<b>Age:</b>	<b>27</b>
<b>Business:</b>	<b>Goodone</b>	<b>Service:</b>	<b>Ethical fashion</b>
<b>Website:</b>	<b>www.goodone.co.uk</b>	<b>University:</b>	<b>University of Brighton</b>
<b>Degree:</b>	<b>Fashion and Business Studies</b>	<b>Graduated:</b>	<b>2004</b>

*Nin started Goodone with business partner Phoebe Emerson to design and produce high quality, unique clothing, made exclusively from locally sourced, recycled fabrics. They participated in the NCGE-RSA (the Royal Society for the Encouragement of Arts, Manufactures and Commerce) Flying Start Design Programme in Manchester in July 2006. It provided Goodone with initial business support and networking opportunities.*

#### **The Business**

Goodone designs and produces innovative clothing using recycled fabrics. Using its founders' specialist understanding of the deconstruction and reconstruction of garments, it is able to create a large amount of new clothing from old, making each garment unique. This reduces waste as well as minimising energy use.

#### **How the NCGE has helped**

On the Flying Start Programme Nin learned important business basics such as writing a business plan and how to pitch their idea to clients and investors. Meeting like-minded entrepreneurs and experienced business mentors helped her gain the confidence to turn their idea into a functioning business.

#### **At a glance...**

<b>Started Trading:</b>	<b>Aug 2006</b>
<b>Investment</b>	<b>£25,000</b>
<b>Number of employees:</b>	<b>2 (student interns)</b>

The skills Nin learned also helped her and Phoebe to win the NCGE and RSA Trefor Campbell Award, which involved a *Dragons' Den* style business pitch. The £15,000 prize money paid for equipment which was essential to gaining the business a strong foothold and yielded important credibility for Goodone. "In the months following the programme we were determined to succeed and we received great support from the NCGE. Practicing pitching our business and receiving feedback really helped us to develop our ideas as well as being a key factor in our subsequently winning the Award".

#### **Business Growth**

Goodone trades online as well as through several stockists nationally and internationally. Phoebe recently left the company to pursue her own projects, but Goodone continues to grow and gain recognition in the world of fashion. In the past year, the company has created pieces which were displayed during London Fashion Week and at the Clothes Show Live. She has secured London Development Agency funding for projects with the London College of Fashion. Deals with major charities and businesses have brought in their unwanted stock, give Nin the materials she requires and helps solve the waste challenges of other organisations in the process.

Goodone's goal is to continue to build a reputable brand recognised internationally, and to provide specialist consultancy to existing fashion brands on how they can work more sustainably by recycling their stock.

#### **About the FlyingStart Programme**

This 12-month business start-up programme for new entrepreneurs is delivered by the NCGE and supported by the UK Government's Department for Business, Enterprise and Regulatory Reform (BERR) and the Department for Innovation, Universities and Skills (DIUS). An intensive three-day residential training course is followed by 12 months' specialist mentoring and support. The aim is to have 66% of all graduates trading within one year. FlyingStart ensures all new graduate businesses have a ready-made national and regional network, a dedicated mentor, appreciate the 'know-hows and know-whos' of practical business, and understand how to make money.