

# flyingstart

## SquidLondon™



**Names -** Emma-Jayne Parkes and Viviane Jaeger  
**Ages -** 24 and 26 years  
**Business:** SquidLondon Limited  
**Service:** Produce and develop interactive colour changing products  
**Website:** [www.squidlondon.com](http://www.squidlondon.com)  
**University -** University of the Arts, London College of Fashion

### **Background:**

Inspired by colour change and interactive materials, SquidLondon aim to fuse the separate industries of Design, Technology and Science to produce different products and functions. Their first product comes in the form of an umbrella – as soon as the rain hits the panels, a splendour of colours and design is revealed. SquidLondon also works on pipeline products, collaborations with likeminded individuals and projects with different sectors.

### **Business achievements:**

To date SquidLondon were runners up in the Deutsche Bank Award for their business plan, won the Shell LiveWIRE 'Grand Ideas' Awards in June 2009, designed the costumes for the London dance team at the Beijing Olympic closing ceremony, launched in January 09 at Spitalfields Market and sold out of their first 100 limited collection in just 11 days. They have been commissioned by the TATE Gallery to design and produce 600 colour changing umbrellas to coincide with the colour chart exhibition. Squid's second collection of 600 umbrellas has exhibited and sold in the Selfridges Wonder Room and Art Basel.

**At a glance....**  
**Started Trading -**  
**Turnover -**  
**Number of employees -**  
**Funding -**

### **SquidLondon on how Flying Start has helped:**

'FlyingStart could not have happened at a better time. The intense yet creative workshops encouraged us and reminded us of what we wanted to achieve. Our first trial collection of 100 umbrellas had arrived just days before we attended and we sold our first ever umbrella at the Flying Start programme! We were allocated a brilliant mentor Mark Bailey whom we still keep in touch with and who is such a positive encouragement '.

### **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, Innovation and Skills (BIS). An intensive three-day residential training course is followed by 12 months' specialist mentoring and support. The aim is to have 60% 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.