

# flyingstart

## Gemmina Mia



**Name:** Gemma Brown  
**Age:** 28 years  
**Business name:** Gemmina Mia  
**Service:** Leather accessories and infant footwear designer  
**Website:** [www.gemminamia.com](http://www.gemminamia.com)  
**University:** University of Birmingham

**Brief description of business:** Gemmina Mia is a unique leatherwear design company, specialising principally in hand crafted leather bags and infant footwear. All Gemmina Mia products are made from pure natural fibres, reflecting the brand's quality and down-to-earth fashion spirit. Gemmina Mia handbags were inspired in East Africa in 2006. Handcrafted in Somerset, England, using traditional methods and the finest quality British or European skins, the natural leather bags are of the highest quality and come with a full-repair guarantee.

### Other products:

Gemmina Mia's products also include soft, luxurious Alpaca shawls, handwoven in Ecuador and La Collection Baroque-unique greetings cards for special occasions. Gemmina Mia infant footwear is handmade by skilled women in New Zealand. The leather skins are sourced at tanneries across New Zealand, where the dyes and products used are both environmentally and baby friendly.

### At a glance....

**Graduating:** 2003  
**Started Trading:** 2006  
**Turnover:** £24,000

### Business achievements:

Through the Soulful Steps Recycling Program, Gemmina Mia gives mums a convenient way to recycle the shoes that their babies have outgrown, while at the same time, reducing waste and helping less advantaged babies.

### Gemmina Mia on how FlyingStart has helped:

'The FlyingStart workshop provided great advice for start up businesses and good contacts.'



### 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 of 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.