

Toby Meadows.

FASHION BUSINESS CONSULTANT
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PROFILE

Fashion Business Consultant and international best selling author of *How to Set up & Run a Fashion Label* currently translated into 10 different languages. Founder and Director of TNM Consulting Ltd, a collective of fashion professionals providing creative and business services to the fashion industry, as well as a Director of the London based award winning bridal and womenswear designer label Belle & Bunty. Consultant for fashion incubator programmes around the world including London's Centre for Fashion Enterprise. Visiting Lecturer at Central Saint Martins, London College of Fashion, Regents University for MA Entrepreneurship Programmes and Professional Development courses.

STRENGTHS & SKILLS

FASHION	Extensive knowledge and understanding of the global fashion industries infrastructure and consumer trends from business start-ups to established brands and from mass through to the luxury markets.
STRATEGY	Working with UK & International government organisations to develop road maps for the fashion industry and accelerator programmes to professionalise new and existing fashion businesses, including The Mayor of London's office on the recently launched Fashion District in the east end of London.
DEVELOPMENT	Experience in business development from: new labels to new market opportunities for existing brands. Developing and delivering export readiness programmes.
NETWORKING	25 years of experience networking within the global fashion Industry, from manufacturers through to press and buyers.
COMMUNICATION	Experience in: developing cost effective marketing strategies for brands, writing reports, proposals and press releases. Published author.
LECTURING	25 years of developing and delivering courses on ' <i>Fashion Entrepreneurship</i> ' and ' <i>Branding</i> ' around the world for the top fashion colleges, including Central Saint Martins and London College of Fashion

EXPERIENCE

UAL CENTRAL SAINT MARTINS & LONDON COLLEGE OF FASHION

Visiting Lecturer September 2005 - Present

Writing & delivering courses in Fashion Brand Management and Entrepreneurship across BA and MA programmes, hosting conferences on developing brands and write/deliver short courses for professional development within the fashion industry both in the UK and abroad. Member of the LCF Artscom Consultancy team delivering programmes to UK and International retailers including the likes of Harrods. Consultant to UAL / LCF on a number of Projects.

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REGENTS UNIVERSITY

Visting Lecturer Jan 2021 – Present

Writing and delivering courses in Advertising, Brand Management, and Entrepreneurship across undergraduate (BA) and postgraduate (MA) programmes. Responsible for designing curriculum content, developing learning materials, and leading lectures and workshops with a strong emphasis on consumer psychology and behaviour. Courses integrate both theoretical frameworks and practical applications to equip students with the skills to understand, influence, and respond to consumer needs in competitive markets.

TOBY MEADOWS / TNM CONSULTING LTD

Managing Director Sept 2010 – Present

Specialist in Fashion start-ups, brand development and fashion business consultancy. Current companies include: Burberry, Mulberry, Fortnum & Masons. Working with clients to develop and manage new brand concepts and solutions, projects, seminars, workshops and lectures both in the UK and internationally.

Ongoing affiliations and clients include:

Laurence King Publishing

Wrote the international best selling fashion start up guide ***How to Set Up & Run A Fashion Label***. Available in UK and US editions and translated into French, Spanish, Korean, Portuguese, German, Cantonese, Mandarin, Taiwanese & Bahasa (Indonesian). The 3rd edition launches April 2019.

Centre for Fashion Enterprise

Developed and delivered the ERDF funded *Market Entry Programme* (knowledge based workshops for SME high- end fashion Labels) for the CFE for over 5 years. Developed and delivered international projects and workshops in: Indonesia, Russia, Slovenia and Estonia in collaboration with the British Council. Currently sit on the CFE Advisory Board.

UKTI & British Council

Ongoing development and delivery of lectures and workshops on fashion brand development and the British Fashion Industry.

THREES COMPANY CREATIVE CONSULTANTS

Managing Director Jan 2005 – Sept 2010

Providing services to the Fashion Industry through design and business development including: Project managing fashion start-ups, brand development, financial management, sponsorship management, marketing and media relations.

BELLE & BUNTY

Director Apr 2003 – Present

Brand Strategy, business development and financial management of London based award winning bridal & womenswear designer label.

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LONDON COLLEGE OF FASHION

Industrial Liaison Manager Jun 2000 – Dec 2004

Responsible for the development and management of links with industry for: projects, placements and employment. Fashion industry advisor to: students, graduates and alumni.

Teaching & Professional Fellowship

Sept 2003 – Jan 2004

Awarded three-month sabbatical and £1000.00 grant to undertake a project promoting London College of Fashion alumni to industry.

Finance Officer

Sept 1999 – Jun 2000

Responsible for: liaison with suppliers over invoices, payments, deliveries and orders, handling and banking of income, ongoing evaluation of expenditure and preparation of management reports on the budget.

ORLEANS PARK SCHOOL

Learning Support Assistant Jan 1998 – Aug 1999

Supporting Teachers with classroom situations as well as teaching pupils in small groups and one to one. Working with Students to establish goals for learning both short and long term.

SUNY NEW PALTZ, USA

Events Coordinator Jan 1997 – Dec 1997

Responsible for: promoting the university at in-house college functions and externally, writing and editing The Alumni Newsletter, overseeing university and external visitor events.

EDUCATION

MIDDLESEX UNIVERSITY

Management of European Funded Projects

Post Graduate Certificate '01

STATE UNIVERSITY OF NEW YORK, NEW PALTZ, USA

Major: European History Minor: Sociology

Bachelor of Arts '97

MIDDLESEX UNIVERSITY

American Studies

Bachelor of Arts '95

UNIVERSITY OF CHICAGO LABORATORY SCHOOL

High School Diploma '92

ORLEANS PARK COMPREHENSIVE SCHOOL

G.C.S.E's (9 A-C) '90

References Available Upon Request