

Movers & Shakers

The FYM team is growing fast. To give as many young people as possible a chance to work on our exciting project we encouraged more students to sign up, got a new school involved and roped in a uni student studying branding. Help was also at hand from our editorial assistant, Elsie Boat

NEW FACES JOIN THE RANKS



Gregory Allen, 17
I've always wanted to wear: A purple suit with jewels **Best thing about starting a business is:** Earning money **Scariest thing about starting a business is:** Losing money **At FYM I've learned:** Get funding **The world needs more:** Common sense **FYM Articles:** Sports Fashion p30; 7 Steps to Success p31



Faaiza Asif, 18
Future ambition: To be a software engineer **Favourite fashion trend:** Dior make up **Worst fashion trend:** Shoulder pads **I've always wanted to wear:** A wedding dress **At FYM I've learned:** Research, research, research **The world needs more:** Tolerance **FYM Articles:** Co-interview with Sam Park p42; 5 Tips for Fashion Success p18

Dominic Yilmaz-Drew, 16
I've always wanted to wear: A Sumo suit **Best thing about starting a business:** A new challenge, independence **And the scariest?** You could fail **At FYM I've learned:** Never give up on your dreams **FYM Articles:** History of Hoodies p26; Legendary Leaders p50; Interview with James Caan



UNI STUDENT



Alana O'Sullivan, 19
Advertising & Brand Communication, University for the Creative Arts, Farnham
Future ambition: To get into copywriting **Best thing about starting a business:** Being in charge. You make the rules and call the shots. **And the scariest?** Being in charge. If you're your own boss your work is never done. **Favourite**

fashion trend: Over-sized T-shirts; by turning yourself into an optical illusion, no one can see your shape. **Worst fashion trend:** Shredded jeans. If you can see more leg than denim they are not doing their job as clothing. **At FYM I've learned:** "Love what you do. If the passion is there you can go far" Victoria Ball, Victoria Vintage p27 **FYM Articles:** Spinning Cycles p24; Vintage Revival p27

Join Us

How do you get involved in FYM? Submit a story idea for the website. Tweet us your ideas or post your thoughts on our Facebook page. Get your school to subscribe!



Naeem Randeree, 16
Favourite trend: Slim fit trousers and a T-Shirt - unbeatable! **I've always wanted to wear:** A Superman costume **Favourite entrepreneur & why:** Jamal Edwards because he started with nothing and is now a millionaire **The world needs more:** Young enterprise schemes **FYM Articles:** Cad & the Dandy p20; Word on the Street p8



Ashton Sheriff, 17
Favourite fashion trend: Skate clothing **Worst fashion trend:** Thick rimmed glasses **Favourite entrepreneur & why:** Facebook's Mark Zuckerberg; he's a young billionaire **Best thing about starting a business:** Finding creative, successful ideas **And the scariest?** Managing costs and remaining profitable **At FYM I've learned:** Organisation is key **FYM Articles:** Cad & the Dandy interview p20; interview and article Middleton Milliner p14



Scott Barratt, 17
Favourite fashion trend: Checked shirts **Worst fashion trend:** Uggs **I've always wanted to wear a:** Banana costume **Favourite entrepreneur & why:** All the founders of YouTube; they invented and managed to keep it relevant and successful, until it was bought by Google **At FYM I've learned:** Use as much detail as possible **FYM Articles:** Sam Park interview and article p42; Research for Making a Difference p46



Fu Shing Lau, 18
Future ambition: Something law-related **I've always wanted to wear:** A Teletubby or Tweenies suit **Best song to study to:** Gangnam Style **At FYM I've learned:** Planning is key to success **Favourite entrepreneur & why:** Lord Sugar. He proves not only straight-A students succeed. **FYM Articles:** Branding p46; James Caan interview p34



Vithurshan Thiyakumar, 16
Favourite fashion trend: Diamond quilted coats and jackets **Worst fashion trend:** Drop-crotch pants **I've always wanted to wear:** A bald cap and a Harry Potter costume **Favourite entrepreneur & why:** Richard Branson because he has good hair **Scariest thing about starting a business:** Developing a unique idea that people will like **The world needs less:** Reality television **FYM Articles:** History of the Hoodie p26; Digital Recommendations p41

A NEW SCHOOL LENDS A HAND

FYM's regular Spend, Save, Share section was produced by a group of business studies and enterprise students at La Retraite RC School in Balham. The students come from a wide range of backgrounds across south London and perform well in relation to schools nationally. "This was an excellent opportunity for students to experience magazine journalism, while also contributing to their coursework," says their teacher, Alistair Donohew. Six year 13 students were responsible for quality control of the final submission and product selection. We think they did a great job. Let's meet them...

Anthonette Ahwireng (18) is a Textiles Business Studies and English Literature student. She has always wanted to wear an Alberta Ferretti evening gown, her favourite entrepreneur is Lauren Conrad and she believes that "passion equals profit".

Charles Conyers (17) is studying BTEC, ICT A-level Sociology. His favourite fashion trend is Hip Hop and his best business advice is "never give up - no matter what".

Laura Gomes (17) is currently studying business, Health & Social Care, IT and Portuguese. She thinks that "you don't have to be rich to sparkle" and that "hard work is your single biggest competitive advantage".

Faban Hiyabu (17) is studying Business, ICT and Media. Her best business advice is to "do something you know you will love doing" in a world that needs more "equal opportunity and trust".

Claudia Alison Abreu Jardim (18) is studying BTEC Business Level 3, Textiles, Media and Portuguese. Her argument for the world is: "More adventure and lower prices."

Joana Mendonca (17) is a psychology, BTEC business, Portuguese and Spanish student. Her favourite fashion trend is vintage clothing and her best business advice is: "Dress smart, think smart!"

A HELPING HAND



Elsie Boat
 MA in Journalism, University of East London; BA (Hons) Politics, Media and Cultural Studies, University of the West of England, Bristol **Elsie joined FYM** to boost her experience in print and has loved being part of the team. What she has learnt on the job is to ask questions and work hard. She certainly does! Elsie wrote articles,

she helped mentor our team of students and conducted research for a number of articles. Always willing to help, Elsie considered no task too small. When she isn't working on FYM, Elsie blogs at lifeandsoullifestyle.blogspot.co.uk, writes for the beauty & lifestyle website brightshinynews.com and is assistant editor for *Flawless Woman Magazine* **FYM Articles:** Fashion Flops p48; Five Tips for Fashion Success p18; How to Sell Online p44 and more