

Angel Entrepreneur

Chelsey Baker speaks to Samata Angel, the inspiring young designer who is fast becoming a shining light in the fields of fashion marketing and business enterprise

British fashion entrepreneur, author and designer Samata Angel is already an inspiration to young design students and women in business, through her educational books and work as a fashion journalist. The Cambridge-born designer moved to London in 2001 to study economics, finance and management, despite having such a creative flair. After working in various roles within the fashion industry, ranging from head of PR for a Kings Road boutique to Fashion Editor of *Talent* magazine, she decided to set up her own brand, Samata's Muse.

Inspired to dress women in pieces that enhance their curves and femininity, her brand went on to dress the likes of Jennifer Lopez and the young designer showcased her first collection in 2007. The self-taught fashion designer initially came into the public eye when she made history to become the first British female to show during the Nolcha Fashion Week in New York. Samata has since gone on to receive many industry awards and nominations, and was even invited to 10 Downing Street in acknowledgment of her work within the fashion industry and education.

Samata is an ambassador for Global Entrepreneurship Week and actively supports the campaign by sharing her story and journey through the fashion industry, and mentoring students and young people. She is also an ambassador for the Transatlantic Network 2020, a sustainable, multilateral network that engages with future leaders from North America, the UK and the rest of Europe to address global issues collaboratively. This bright young fashionista was also recently announced as the winner of Suzy Amis Cameron's Red Carpet Green Dress competition 2011, an international competition to create a dress made of sustainable materials. Samata was flown to Los Angeles to have her own model walk the "red" (green) carpet at the Global Green pre-Oscar party in Hollywood.

With experience in and around the industry, including creativity, design and the business side of it, Samata has developed a real understanding of the entrepreneurial challenges and needs faced by emerging designers. She believes fashion designers now have to be more than just designers; they have to be entrepreneurs and must understand PR, marketing, networking and other key business disciplines. Working in such a competitive industry inspired Samata to start writing her own guidebooks for struggling designers; after carrying out years of research within the fashion industry, she launched a much-needed business guide aimed at fashion design graduates. *Fashioning your Life – A Clothing Designer's Guide* provides advice



in the fields of marketing, promoting, manufacturing, setting up, money management, design copyright and other important areas. Volume 1 and Volume 2 feature exclusive quotes from the likes of Nigel Barker and Nick Ede.

Samata explains, "I adore fashion, particularly communicating through different media platforms – from TV to tweeting, inspiring creativity and providing and promoting educational products for creatives. Fashion design was my initial love and remains my first love". Through her work she aims to connect with creative entrepreneurs of all ages and find out about the issues they face. Samata is currently working on a revised version of her guidebook, which will be a combination of educational resources and a lifestyle book for fashion entrepreneurs. She knows and understands the difficulties faced by fashion creatives when trying to get backing for their ventures all too well, and is an avid supporter of doing what you can when you can to inspire others. In her case, this means lecturing students on being entrepreneurial and showing them innovative ways to work their way into a notoriously competitive industry.

In addition to lecturing work, she works as an ambassador for Enterprise Insight chaired by Peter Jones, where she engages with young students and discusses some of the current issues struggling entrepreneurs face. As I am writing this article, an excited Samata telephones me to share her latest news: "I have just been made the global Campaign Director for the Red Carpet Green Dress!" It seems she certainly made an impression on Suzy Cameron (wife of film producer James Cameron) in LA following her recent competition win. Samata is set to work on this global sustainable dress project for the Oscars in 2012. "I am so excited to use all my experience, from event management and PR and marketing to working with emerging designers to bring something very fresh, exciting and beautiful to the campaign."

At such a young age, this serial entrepreneur is a true inspiration to fashion design students, aspiring designers, women in business and talented creatives. Samata seems to have truly paved the way for others to follow in her footsteps and fulfil their dreams of 'fashioning their life'. ■

www.samataangel.com