

## CASE STUDY

# CAD for Fashion launches training academy and design studio



CAD • FOR  
FASHION  
STUDIO & ACADEMY



Specialists in Adobe Illustrator and Photoshop for the Fashion Industry

A trained fashion designer with extensive industry experience, Erica Horne has built a business training students, graduates and experienced professionals the practical skills for using CAD within the fashion industry and wanted to turn that knowledge, passion and experience into a fully-fledged academy.

Having learned her trade through practical experience as a successful fashion designer in her own right, Erica saw a niche in the market for training budding fashion designers as well as industry professionals in the use of the latest technology in the fashion sector. Through a mix of being a trainer at private academies, a visiting university lecturer and working with her own private clients, as well as keeping up her industry knowledge by working part-time with award winning local producer Fazane Fox, Erica forged a successful self-employed business, but she wanted more. By working with D2N2 Growth Hub to help put together a business plan and package of local business support, Erica was able to see her dream come to reality and in May 2018 CAD for Fashion training academy and design studio was launched. Based in the converted Olivetti building in Derby, CAD for Fashion now offers a range of courses for industry trainees and experienced professionals alike.

“I can’t thank the Growth Hub enough! Richard, my Growth Hub Adviser has been with me the whole way; offering invaluable support and advice as well as opening my eyes to the huge amount of resources available locally from workshops to funding. I have learnt so much from the last nine months of support and to have my ideas turn reality really is amazing!” ERICA HORNE, OWNER, CAD for FASHION STUDIO & ACADEMY

## KEY POINTS

### Support Received

Having worked extensively with D2N2 Growth Hub, Erica received extended support from the BIG HOUSE project, received a grant towards IT equipment from the D2N2 Digital Growth Programme and secured a Business Start-up loan from First Enterprise.

### Outcome

Erica is now regularly delivering courses and is looking ahead with optimism to offering a wider range of course subjects and already has partnerships with other industry trainers as well as industry software providers.

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