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Accelerator Case Study

Credible Clothing Ltd

Sector: Pre-loved clothing retail **Size:** Micro **Location:** Mansfield

About the business

Harry Squires set up his pre-loved clothing business after being furloughed from his job as a tradesman during the pandemic. At this time, he began selling some of his clothes to make a bit of extra money. He also sourced retro and reworked designer clothing from charity shops and car boot sales. This side hustle went so well that in October 2020 Harry left his full-time job to work on his business, Credible Clothing.

Initially selling online and through car boot sales a year later he opened his first vintage clothing store on Leeming Street in Mansfield, just as Covid restrictions were finally lifted. This store and another in Nottingham have now been re-let with both stocking Harry's products. He has recently moved into a spacious warehouse where he can start implementing modern marketing and sales processes. This includes developing health and safety policies and barcoding to track products. He has four staff members.

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Challenges faced

As a start-up business, some of the biggest barriers to growth have been capital and a lack of in-house business skills. Credible Clothing is currently using social media to promote its products, but Harry comments they are in the process of tapping into modern social media techniques to boost traffic towards its online platforms. The business is also in the process of building a new website to boost sales: **www.credibleclothing.co.uk**

With additional capital, Harry would like to source stock overseas which he believes would reduce costs.

Solution and impact

As a relatively new business, Harry is being supported by NBV Enterprise Solutions, a partner in the Accelerator project. Accelerator is delivered by East Midlands Chamber and funded by Mansfield District Council's share of the UK Shared Prosperity Fund (UKSPF).

Harry has had several one-to-one meetings online and over the telephone with Business Adviser, Raj Raithatha who he says has been extremely patient and 'super helpful'. This includes advice on cash flow forecasting and putting together a comprehensive business plan for Credible Clothing.

Raj commented: "Harry is an extremely inspirational young person. Though he's faced some of his own personal challenges, he is determined, hardworking and passionate. I believe he has what it takes to succeed. It's been a pleasure helping him on his enterprise journey."

Harry's business takes discarded clothing and converts them into retro items, which are high in demand today. His processes leave no waste as all materials are used in recycling locally.

Harry believes the business has the potential to employ many young students to work in Mansfield. He feels there's a lack of opportunity for the younger generation and if he can grow the way he believes he can, he wants to create jobs across different creative industries including photography, textiles and fashion design, to name a few. To this end, he is investing in equipment and has set aside space to establish video and photographic studios at the warehouse. Here, he hopes to train and employ people to develop their textile skills.

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A word from the business

"I feel happy to have received the support and I hope it can continue in the future. I have much to learn and am eager to do so within business."

Harry Squires, Owner

Accelerator has provided:

- 1-2-1 business start-up support and advice
- Business planning
- Cashflow forecasting

Impact to business:

- Potential job creation
- Increased business skills and confidence

Mansfield District Council

east midlands chamber