

AMSCHELA ×
FASHION BRITAIN BRISTOL

Chapter One

Impact Report

Bristol · 26 September 2026

Opening doors for the next generation of creative talent in Bristol, through design, film, fashion and music.

40
creative opportunities

15
Creative Futures places

5
Youth Guarantee placements

At a glance

> *"Tonight is about more than fashion. It is about Bristol. Creativity. Opportunity. And what can happen when people are given the space to create."*
>
> KERI ANDRIANA, FOUNDER & CEO, AMSCHELA

On 26 September 2026, AMSCHELA staged Chapter One, its first runway show as part of Fashion Britain Bristol, the city-wide initiative taking place as part of London Fashion Week. Behind the runway, the show created 40 creative roles across fashion, film, photography, modelling, emerging design and live music.



AMSCHELA Creative Futures	15
Gingersnap Models	10
UWE emerging designers	6
Boomsatsuma · Bristol Film School	5
Boomsatsuma · Photography & Print	3
Saffron Records · live harp	1

6
creative strands, from styling to film

4
partner organisations across Bristol

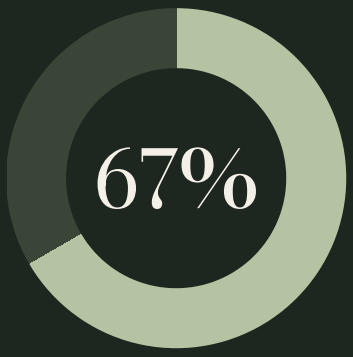
1
live runway show, made in Bristol

The people behind the moment

Creative Futures is AMSCHELA's social mobility programme. Fifteen young people worked across four teams (Runway & Model, Styling & Wardrobe, Guest Experience, and Event Production & Content), learning on the job alongside industry professionals.

Five places came through the West of England Mayoral Combined Authority's Youth Guarantee Trailblazer, with young people referred by Creative Youth Network, King's Trust and 1625ip.





10 of the 15 shared their feedback

Every one of them rated their confidence and their likelihood of recommending the programme at 4 or 5 out of 5.

Confidence in a professional creative setting 4.3

Would recommend Creative Futures 4.5

YOUTH GUARANTEE SPOTLIGHT

All four Youth Guarantee respondents developed teamwork, organisation, problem-solving and professional conduct.

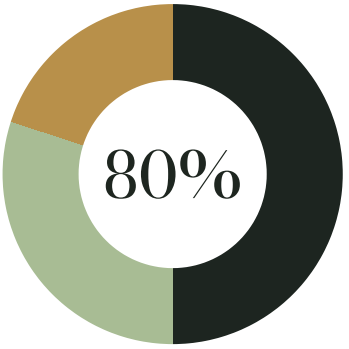
All four plan to use the experience on their CV, in job applications and interviews, and to find further work experience.

Skills for the next step

SKILLS DEVELOPED · % OF RESPONDENTS



UNDERSTANDING OF CREATIVE CAREERS



said it helped them understand the creative roles open to them

Yes, significantly	5
Yes, to some extent	3
Still exploring	2

Where they'll take it

% of respondents

100% on their CV

100% in job applications

80% to find further work experience

70% in interviews

70% in their portfolio

60% to apply for paid work



In their own words

“I have a full insight into the fashion and modelling industry and my experience at fashion week has let me have that.”

YA HADDY JENG · STYLING & BACKSTAGE, YOUTH GUARANTEE

“I had not led model and runway before, only makeup, so this expanded my skills and built my confidence in an intense fashion environment.”

CAL TANNER · RUNWAY & MODEL TEAM LEAD

“It really boosted my confidence when working in a team and with models... styling the models before they went on the runway was probably one of my highlights.”

LAYLA BARKER HALL · MODEL COORDINATION & EVENT PRODUCTION

“I have gained some really strong employability attributes that will help me as I start to apply for jobs in the industry. Getting to work with people who are actively in the industry has helped me make some great connections.”

ELLIE RAYBOULD · CONTENT CREATION

“I gained experience taking photographs behind the scenes of a fashion show... it has given me confidence to get involved in more opportunities like this.”

AMBER GOULD · CONTENT & SUSTAINABILITY

“I had such a great time and met so many lovely people. I gained new friends and connections and insight to what it will be like working in fashion.”

TAYLOR HUNT · GUEST EXPERIENCE & FRONT OF HOUSE

Looking ahead to Chapter Two

Our team told us what would make the experience even better. Chapter Two will build it in:

01 One-to-one role briefings for every participant before the show

02 Time with the garments and a full dress rehearsal

03 Team leads alongside every team throughout the day

04 A follow-up three to six months on, to track where the experience leads

Made possible by

Boomsatsuma
Bristol Film School · Photography & Print

Gingersnap Models
Model & talent

UWE Bristol
Fashion Textiles · emerging designers

Saffron Records
Music score · live harp

West of England Mayoral Combined Authority
Youth Guarantee Trailblazer

DOTTRR
Ticketing & event support

Carbon Law Partners
Supporter

Harbour House
Pre-event reception

Fashion Britain Bristol
Part of London Fashion Week

Every story starts somewhere. This one is only beginning.

Thank you to everyone who made Chapter One happen.

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