

# AnOther Magazine

AnOther Magazine Issue 17 Autumn/Winter 2009 Decade in Style

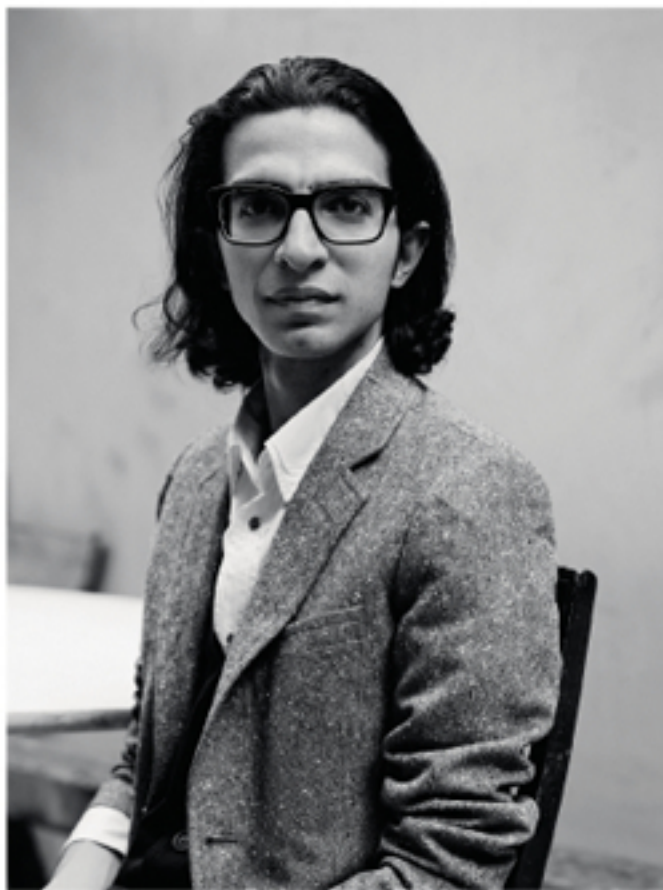
Kate Moss  
in John Galiano

Celebrating  
a Decade  
in Style

One of four  
limited-edition  
covers



# Imran Amed founder of the *Business* of fashion



## AnOther Magazine talks to three influential individuals shaping fashion from behind the scenes

The flamboyance of fashion and the sobriety of business may not seem the most natural bedfellows. Yet today fashion is a multimillion pound business, and industry adviser Imran Amed firmly believes it should be recognised as such. Started a little over two years ago, Amed's website, the Business of Fashion, is a daily destination for fashion's most influential power-players. "I just noticed this gap. There wasn't anywhere that explored the intersection in an intelligent, analytical way."

With an MBA from Harvard Business School and a background in management consultancy, Amed set up the site as a labour of love. "I was really creative growing up, and then 18 came along - responsible decisions - so I studied business. And I learned so much in that environment, advising CEOs of huge businesses from all over the world. It was an amazing experience but at the end of the day I felt like the creative side of me wasn't being used." The site was the perfect opportunity to merge his love of fashion with his business acumen. "I speak the language of business and I speak the language of fashion and my role has really become like that of a translator, connecting those people. The problem is a lot of designers that enter the business don't know what they don't know. The first thing to learn is that you'll only spend 10 per cent of your time designing and you'll spend 90 per cent of your time managing. So you should really think of yourself as a CEO first and a designer second."

As well as the site, and consulting work advising brands, Amed has been working with Lulu Kennedy and Fashion East designers, and teaching a class at Central Saint Martins. "What I love about young designers in London is that each of them has their own voice. In New York, the designers are being led like an orchestra; they make beautiful music, but it's very controlled and planned. In London, it's more like a jazz band."

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