

Ayesha Mustafa

At 16 Ayesha Mustafa flew to Bangladesh, after months of extensive research on the Grameen Foundation, to work for a cause that she badly wanted to be a part of. She started interning for the Grameen Check, a project to revive the handloom industry of Bangladesh, a skill that was under threat because of mass production. While she assisted her team with coming up with new strategies to renew the craft by introducing new patterns that would be marketable to international markets, Mustafa's fascination grew as she watched the previously disheartened weavers gain confidence, become entrepreneurs and take life into their own hands.

She went on to complete her undergraduate degree in Economics and Politics from Mount Holyoke College, Massachusetts U.S.A and her Masters in Mass Media and Communications from City University, London. Ayesha worked as a Retail Marketing Manager for Pepsi UK for three years. Here she gained vital experience in pitching her product to retailers and managing every aspect of production till sales. In 2010 she left Pepsi, to create something of her own that mixed the passion she had felt at 16 and the skills she had gained over the years. She wanted to provide a platform for marginalised communities' world over, creating fashionable goods that revived lost crafts while mixing it with a modern design sensibility, and in the process creating livelihoods and enriching communities.

Mustafa now partners with fifteen socially responsible brands from all over the world, and works closely with their founders to create new and exciting products. These products have received acclaim from leading fashion publications, such as British Vogue, Vogue.Com, Vogue Italia, Marie Claire Spain, Observer Magazine, FT How To Spend It, Grazia and many more. Ayesha is now considered to be a thought leader on ethical fashion and has been interviewed by CNBC Arabia and SKY News and is a contributor on The Guardian Sustainable Business. Ayesha is among BBC's #100Women for 2014.

Further, Ayesha has been involved with organizations like 85 Broads London, Women for Women International, Cherie Blair Foundation, Fashion Revolution, Bulbula Network, and Fellow at Ethical Fashion Forum and mentor at Women of the Future Programme.

www.fashioncompassion.co.uk

Some useful links:

<http://www.theguardian.com/social-enterprise-network/2014/jun/19/social-enterprise-fashion-compassion>

<https://www.youtube.com/watch?v=UHnaCPUZqLI>

