

CC4G and the Fashion Industry



Girls plan a fashion show, deciding on venue, outfits, photographer, and budget

Computer Clubs for Girls (CC4G) is an award-winning initiative from e-skills UK, supported by DfES. Its aim is to help transform the attitudes of a generation of girls, and get them interested in technology in ways that are relevant to them – for example, by giving girls an insight into the fashion industry, from the catwalk to the high street.

Topics in the CC4G Courseware focusing on the fashion industry include:

- > **Fashion Show** – the girls produce a review of a fashion shoot and plan a fashion show
- > **Accessorize** – the girls create their own nail art designs and experiment with make-up and colours
- > **Catalogue** - the girls design a new school uniform and a work outfit and create their own website to market their ideas

What can CC4G do for you?

- > Build links and support schools in your area - raise your company's profile
- > Influence a population of 10 to 14 year-old girls – potential future employees and customers
- > Enhance staff professional development and support your Corporate Social Responsibility (CSR) campaign
- > Generate interest in your industry



Girls choose a face and change the makeup



Girls search a database for fashion shoot images for a client

What can you do for CC4G?

Here are just a few of our examples...

- > Host or sponsor a competition for the best Challenge
- > Visit a CC4G Club to talk to the girls about 'A day in your life' in the fashion industry
- > Arrange a tour of a fashion studio or photo shoot

What next?

Are you interested in learning more about the fashion industry topics and how you can get involved with CC4G? If so, contact the CC4G helpdesk on 0800 328 5161 and ask for the Employer Team, or email cc4ghelpdesk@e-skills.com.