



# Wayne Hemingway MBE

Co-founder of Red or Dead and HemingwayDesign



## CSA CELEBRITY SPEAKERS

Wayne Hemingway is co-founder of fashion label Red or Dead and HemingwayDesign. After 21 consecutive seasons on the catwalk at London Fashion Week, he and his wife sold Red or Dead in a multi million cash sale in 1999. He then set up HemingwayDesign, joining forces with building firm Wimpey to work on various housing projects specialising in affordable and social design. Wayne is the Chairman of Building for Life, CABE (Commission for Architecture and The Built Environment) a funded organisation that promotes excellence in the quality of design of new housing. He is a Professor in the Built Environment department of Northumbria University, a writer for architectural and housing publications as well as a judge of international design competitions including the regeneration of Byker in Newcastle and Salford in Greater Manchester.

**"I use technology to work more professionally, but especially to finish work quickly."**

### In detail

Wayne started his career at London's fashionable Camden Market, selling second-hand clothes. An early boost by an order from the New York department store Macy's, and the company became famous for its footwear, especially its revival of Doc Marten boots. His and his wife's innovative approach saw their designs and stores spread quickly across the UK, then the world, winning them a host of industry accolades along the way.

### What he offers you

Having received an MBE in the Queen's 2006 Birthday List and being Chairman of the South Coast Design Forum, Wayne Hemingway passionately believes in the supremacy of design, whether in clothes or in buildings. Highly successful and popular Wayne offers audiences insights into entrepreneurship, making it in the fashion and design industry and moving onto new challenges. His designs helped Red or Dead to win the British Fashion Council's 'Street Style Designer of the Year' award three times in a row in the late 90s.

### How he presents

Inspirational and hugely entertaining Wayne's energizing presence leaves audiences feeling motivated.

### Topics

- Entrepreneurial Innovation
- Fashion
- Design
- Re-invention
- Regeneration
- Cities of the Future
- Corporate Social Responsibility

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2004

Home Buyers Guide Counter-pack: What to Look and Ask for When Buying a New Home

Cocktail Shakers Lava Lamps Tuppe

#### 2003

Mass Market Classics: A Celebration of Everyday Design

#### 1999

Kitsch (20th Century Icons S.)