

# **Global Entrepreneur Savile Row Master Tailor Andrew Ramroop gives keynote to World Federation of Master Tailors on how to grow the economics of fashionomics**

Submitted by: TaylorKerek

Monday, 24 July 2017

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For the attention of Planning and Interview Producers

Andrew Ramroop is available for interviews: July 24th to July 30th: contact:

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Press Release: August 1st 2017: How to grow the economics of Fashionomics

Keynote Speech and Workshop to be given by Global Entrepreneur Prof Andrew Ramroop OBE CMTT to VIPs at World Federation of Master Tailors in Taiwan's capital Taipei on how to build a successful enterprise culture

Prof Andrew Ramroop: Savile Row's most decorated master tailor draws from his 30 years of entrepreneurial expertise to reveal insights and top tips on how to build a successful luxury business to drive enterprise

From being one of the faces showcasing export success in the British Government's Britain is Great campaign to launching the FAME-Caribbean 2K17 initiative with the backing of Trinidad and Tobago's Prime Minister (PM) Dr Keith Rowley and brand ambassadors celebrity sports personality Brian Lara and global opera star Neil Latchman — Prof Andrew Ramroop is an authority on helping young businesses identify opportunities to grow successful enterprises.

"Having travelled extensively to different locations throughout the world (and) currently consulting in India with a remit to train 100,000 tailors in three years...I have had first-hand access to the missed opportunities that we can have in areas of high quality craftsmanship, design and delivery." Ramroop was addressing a gathering of people from Trinidad and Tobago's (TT) business and fashion communities at the July 6 launch of his FAME foundation.

Referring to the upcoming showcase of talent from the six countries — Antigua, Barbados, Guyana, Jamaica, St. Lucia, Trinidad & Tobago — as 'Fashionomics', Ramroop said, "Fashionomics is about opening doors for overseas markets." Ramroop added that it is of paramount importance that apparel businesses benefit from FAMECaribbean's initiative, looking beyond 'tropical clothing' to designs that would also appeal to buyers in cold climates.

Ramroop will be travelling to Taiwan's capital Taipei on the 31st July and will be a guest of honour of the President of the World Federation of Master Tailors.

Savile Row's master tailor will be sharing insights on how he built a luxury brand.

He says his winning formula includes delivering excellence in apparel manufacture.

He explains that also key to success is to inform the buyer, and to understand that "selling is pain while buying is gain" - that each purchase a customer makes is an investment in an ambassador for your business.

Note to editors:

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About Andrew Ramroop:

Trinidad born Andrew Ramroop is Managing Director and Master Tailor at Maurice Sedwell Ltd on Savile Row, London. Amongst other accolades he is the only practicing master tailor on Savile Row to be honoured with the Most Excellent Order of the British Empire (OBE) for services to Tailoring and Training. He holds a Professorship for Distinction in the Field of Tailoring from the University of the Arts London (home to the London College of Fashion) and was named as one of the Most Influential Black Designers by the Fashion Institute of Technology Museum, New York.

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About FAME Caribbean 2K17

Savile Row Master Tailor Andrew Ramroop Launches A New Initiative To Drive Caribbean Fashion Business

On 6th July 2017 Savile Row's most decorated Master Tailor launched FAME-Caribbean 2K17, a new annual event set to become the Caribbean's premier fashion industry date.

Prof Andrew Ramroop OBE CMTT invites six Caribbean countries to show off their fashion designers at runway shows, deliver inspirational lecturers and workshops, as well as promote their goods to an international audience at the innovative Buyers Tent. Caribbean artists and musicians will also take centre stage.

The fashion extravaganza starting on 7th November 2017 is intended to catalyse a new high-quality manufacturing block able to meet demand for luxury apparel from the North American and European markets.

Globally recognised as being one of the finest Master Tailors in the world, Andrew Ramroop will bring together other iconic nationals, including cricketing legend Brian Lara, to shine a light on local designers as potential game changers and contributors to economic diversification in the Caribbean. As well as showcasing design talent, FAME-Caribbean 2K17 will aim to offer young designers opportunities to intern at established fashion houses; to campaign for tax incentives and loans for new business; and create home-grown employment opportunities for Caribbean Academy of Fashion and Design graduates. At the opening ceremony on 7th November 2017 a flag bearer from each country will wear an outfit that typifies their nation. The nations represented will be Antigua, Barbados, Guyana, Jamaica, St. Lucia, Trinidad & Tobago. The Buyer's Tent will offer fashion accessories for sale.

Andrew Ramroop says, "FAME-Caribbean 2K17 is the brainchild born out of my experiences in the menswear industry for the last fifty years. Having travelled extensively on invitation to international fashion events, visited manufacturing facilities and fabric spinning mills, I have seen first-hand how much improvement is needed in the Caribbean in the areas of high quality craftsmanship, design and delivery. FAME-Caribbean primary objective is to address these needs by positioning ourselves to offer sustainable business development, mentoring and support to practitioners in Trinidad & Tobago."

Social Media: #FAME2k17 FB: FAME-Caribbean 2K17

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