INFORMATION SHEET FOR PARTICIPANTS

REC Reference Number: MRA-18/19-14232
YOU WILL BE GIVEN A COPY OF THIS INFORMATION SHEET AT THE INTERVIEW or FOCUS GROUP. YOUR CONSENT WILL BE AUDIO RECORDED BEFORE THE INTERVIEW STARTS

Title of study

Africa Fashion Futures

Invitation Paragraph

We would like to invite you take part in this research project on Africa Fashion Futures, which explores the work of fashion designers and the fashion sector in 2 African cities (Nairobi and Lagos).

What is the purpose of the study?

The study aims to provide a better understanding of fashion – specifically through the work of fashion designers – in Africa to explore the connections and contractions between the creative and cultural values and potential for economic development of the creative economy in Africa. The research is organised around three questions, which will be led by each of the academic partners:
1) Creativity as memory politics and heritage
2) Fashion designers as part of the creative economy
3) Fashion designers in national and international production networks

Why have I been invited to take part?

You have been invited to participate either as a fashion designer or key informant (policy makers or creative/cultural manager) or manager of a creative network in connection with the fashion sector.

Do I have to take part?

No, your participation is completely voluntary, and you can decide not to take part

What will happen to me if I take part?

If you choose to take part, we will organise an online (via zoom or skype) interview with you and a member(s) of our research team. The interview would take about 1 hour where we will discuss your work and experiences as a fashion designer. We may ask you for a follow up interview (optional) to discuss some topics further. The interview(s) will be audio-recorded and transcribed.
We will also ask you to share up to 3 images of your work and designs to be used when discussing your work and influences with us during the interview. You will be able to give us consent separately to use them on our website (with acknowledgements) or not during the interview. When discussing your work and business activities during the interview with we will use a digital map to help identify geographical areas that are important to you. All

personal information will be anonymised, and the materials will be used as part of a research study and report (as well as disseminated in academic conferences and journals). Your participation is voluntary and you are free to withdraw at any time without giving any reason. However, you will not be able to withdraw your data after the interview has been anonymously transcribed.

What will the content of the interview be?

We are going to talk about general and open topics related to your work and experiences as a fashion designer, the questions below are a guide to our semi-structured discussion topics:

- Your work as a designer and the type of clothes/items you make and how you see this fitting (or not) within the wider fashion scene in Kenya/Nigeria and Africa.
- Your business, how it's structured and your goals for the future
- Your professional networks and also the markets you engage with in terms of sourcing materials, manufacturing and selling your designs.
- Your views on the fashion industry more broadly and how it connects with development agendas for Kenya/Nigeria and Africa.

What are the possible risks of taking part?

There are no risks in taking part.

Will my taking part be kept confidential?

The information you provide will be anonymously transcribed. If there is any information which might identify you / your organisation, we will discuss with you during the interview (or after) how to best treat that information and we will seek your consent in using it.

How is the project being funded?

The project is undertaken with support from King's College London

What will happen to the results of the study?

The result of the interviews and research will be shared at two different levels:

1) We would like to publish some information from the interview on our research website (https://www.africa-fashion-futures.org.uk/), with your consent. We would check that you are happy with the content before publishing and seek your permission to publish there any image you provide. This content will not be anonymous but your participation is entirely anonymous and you do not have to take advantage of this, if you'd rather not share your information this way.
2) The rest of the information you share will be used only anonymously and the results of the study and data recorded will be published as reports or academic publications

Who should I contact for further information?

If you have any questions or require more information about this study, please contact me using the following contact details:

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Culture, Media and Creative Industries
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What if I have further questions, or if something goes wrong?

If this study has harmed you in any way or if you wish to make a complaint about the conduct of the study you can contact King's College London using the details below for further advice and information:

The Chair, Arts & Humanities Research Ethics Panel, rec@kcl.ac.uk

Thank you for reading this information sheet and for considering taking part in this research.