



# FROM HOBBY TO HIGH STREET **FAST GROWTH** FOR SLOW FASHION

**Fi McFall is a talented artist who makes handmade jewellery at her workshop in Kirtlington. After making and selling her jewellery as a hobby, Twisted Root is now her full-time business.**

Having worked in retail where she learned about selling and managing customers, she decided to concentrate on her own creative flair. Her idea is to fit into what is called the slow fashion market. She was determined to make beautiful things ethically and with a distinctive artisan flair as a contrast to the mainstream mass-produced products found everywhere on the high street.

Her range of necklaces, bracelets and more makes use of natural semi-precious stones and other materials.

“My business has grown from making things for myself, then for friends and now for anyone who likes it. My friends encouraged me to ‘go for it’. I am probably a pretty typical entrepreneur: full of enthusiasm and with a passion for what I do.”

## How OxLEP Business helped

"There was a lot I didn't know when I first started. And I am still learning," Fi said. "When it comes to running a business, I'm certainly not the complete entity right now."

Like so many people starting a business, Fi started trading and is learning about the business side of things as fast as she can. OxLEP Business workshops on the essentials of starting-up, finance and digital marketing all helped shape up her thinking.

"I realised things needed to change and I now understand the value of business planning, managing cash-flow carefully and matching the quality of your customers' experience of your business with the quality of the product they are buying."

Fi also spoke with an OxLEP Business 'Network Navigator' who knew the Oxfordshire business landscape well. As a result, she has recognised the Twisted Root website needed revisions and has spent time behind the scenes managing her cash-flow much more carefully.

### TWISTED ROOT JEWELLERY

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Instagram: @Twisted\_Root\_Jewellery

TwistedRoot



“What I have learned from the workshops is that you need to work hard to reach potential customers. There is always something to say, to show, an idea to share, a deal to offer.”

## Looking forward to growth

"I am much more confident about moving forwards now. It has been a real win-win for me. I worried that I'd be swallowed by the need to run the business and lose my creativity, but that has not happened. I am just giving my business the best possible chance of thriving. All my new skills just build on my original idea for Twisted Root. So, would I change from going it alone? No way."

Find out more about OxLEP Business and how it can help you achieve your own goals

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