



The Shopping Lounge

Mandy Meakins

Marketing & Design Workshops

What is The Shopping Lounge?

I created The Shopping Lounge in 2006, selling jewellery & fashion accessories through home shopping parties & fairs. Since then, it has extended into a website business, girls jewellery making parties & just recently, marketing & design workshops at primary schools.

What is my background?

I studied International Business at university, with marketing & new product development being a key part of the degree course. From 1994, I worked at Swallowfield plc in Wellington – a manufacturer of cosmetics & toiletries – where I became Marketing Manager. This role involved market research, design work & new product development – leading to presentations to both branded & retail companies. I am still involved with Swallowfield & continue to enjoy the creative aspects of the new product development process.

I now design & create all my own jewellery – part of the range can be seen on my website – using beautiful glass, clay, wood & fabric beads as well as silver plated charms. Each season, I keep up to date with the key colour & style trends to plan & design my new range. All of these skills have been combined to create The Shopping Lounge Marketing & Design Workshops.

What is a Marketing & Design Workshop?

The Shopping Lounge Marketing & Design Workshops are a fun, creative & informative way for children to learn about product development – planning, designing, creating & marketing.

The children are taken through each step of planning & designing a necklace or bracelet - thinking about their 4 P's of Marketing : Product, Price, Place & Promotion.

Throughout the day they will :

- 1) Write a Marketing & Product Brief
- 2) Calculate Pricing, Cost of Goods & Profit Margin
- 3) Create a Mood Board
- 4) Design a piece of Jewellery looking at materials
- 5) Create a piece of Jewellery
- 6) Complete a Project Evaluation

They will also be encouraged to share their ideas with the rest of the class to gain confidence in basic presentation skills

How does this fit with the National Curriculum?

The workshops encourage enterprise : developing the ability to be innovative & creative, adapt to change & identify opportunities. It also develops a greater knowledge of business & how these skills can benefit them in their future studies or career - understanding consumers, their needs & how to develop a product to meet these needs.

Additional skills they will gain from the day include : planning, problem solving, using their initiative, identifying opportunities, working to deadlines, adopting a positive attitude to new experiences & presentation skills. They will also learn specific skills relating to jewellery making & creating a mood board.

The activities include subject areas such as numeracy (calculating pricing & margins), Design & Technology (drawing & creating their chosen piece of jewellery) and Art (creating a mood board).

Are there any potential follow-up activities?

Following the workshop if the teacher chooses, they can plan related activities such as Advertising (creating adverts for their jewellery in various media), History & Geography (researching the importance of jewellery in various cultures eg. Egypt, Africa).

How long does the workshop take?

I recommend a full day is put aside for the workshop taking into account breaks & lunch. The general plan (though totally flexible) is :

1. Introduction, Marketing Plan & Pricing before Break
2. Mood Board & Design before Lunch
3. Creating Jewellery, Designing the bag & feedback form after Lunch

What age are the Workshops suitable for?

The Workshops are ideal for Years 5 and 6 based on the level of detail & understanding required.

What is provided?

I bring all the main equipment required – including a huge selection of glass, wood, acrylic & metal beads, stringing, bead mats, gift bags, paperwork, finishing components. (I am the only one who uses the pliers to finish off the jewellery for safety purposes.)

I only ask for the school/children to provide old magazines to cut up for creating mood boards as well as A3 paper, pens, scissors & glue.

How much does it cost?

The cost for a full day's workshop is £149 with an additional £4 per child to cover material costs. The fee can be paid by the school or perhaps the school's PTA whilst the material cost could be given by each child involved. It is obviously up to the individual school how they wish to fund the workshop.

Testimonials

In January 2011, I held a Marketing & Design Workshop at North Curry Church of England Primary School with a class of 28 children from Years 5 and 6.

The children threw themselves into each activity with lots of enthusiasm & energy, creating some outstanding pieces of work which have been displayed in the classroom & during a school assembly. Do take a moment to read some of their comments below & photos taken throughout the day in the Photo Gallery at the end of this document. A more detailed copy of the teacher's & student' testimonials can be sent through on request.

"I enjoyed making my cord necklace because I could make it how I actually wanted it to be." – Eddie

"I liked designing my bracelet because I could let my imagination run free!" – Hannah

"My favourite bit was making the mood boards and my cord necklace turned out really well in the end." – Piran

"I found the day really interesting, especially learning about the 4 P's." – Bryony

Contact Details

If you would like to find out more about The Shopping Lounge Marketing & Design Workshops, please contact me. I am more than happy to have a chat over the phone or come in and meet you to talk through the day in more detail. I look forward to hearing from you.

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Photo Gallery



