



BRENNAN & BURCH

ARTIST/ INTERIORS BRAND

"CONCENTRATE ON BEING COMFORTABLE IN YOUR OWN SKIN RATHER THAN BEING WHAT OTHER PEOPLE WANT YOU TO BE"

EDUCATION: CERT CLOTHING PRODUCTION / FOUNDATION DIPLOMA

LOCATION: LONDON COLLEGE OF FASHION / SHEPPERTON COLLEGE

CURRENT POSITION: COMPANY OWNERS

LOCATION: HAVERING

Q Did your creative education help towards your current career?

A Lisa - For me it taught me the basics and helped me find my style, but most of what I learnt was later while on the job.

Maj - My tailoring/grading/sewing on clothing production course was highly relevant when we started in fashion, but less so now that we specialise in interiors/art. My CAD skills do come in handy for creating artwork.

Q Do you feel at an advantage for studying a creative subject?

A Yes and no, we think it does help but also having work experience is very important. We both left school early and our initial creative studies were only year-long courses so just got our feet in the door. Later we studied skills such as Adobe Illustrator/Photoshop, e-commerce, marketing and business studies that directly supported our business Brennan & Burch. We also became members of creative organisations (Craft Central, SPACE, NO Collective and YAY mates) which we found of great use in our artistic fields.

Q How did you find out about opportunities in your interested field?

A We started out by working for stallholders/shop owners in Camden Town Market to get experience. We then set up our own stall in Electric Ballroom amongst a mix of vintage and new stalls. There we learnt valuable selling and display skills and discovered what was trending at the time. We went on to develop our own street fashion brand Brennan & Burch which later turned into an illustrated wallpaper/interiors brand.

Q Knowing what you know now, what advice would you give to your younger self?

A Concentrate on being comfortable in your own skin rather than being what other people want you to be. However don't underestimate the power of appearances - when you visit trade shows still looking like a student after many years in the trade it's no surprise when people don't take you seriously. Keep going and don't diversify too much and too early. Find your signature style and stick to what you are good at. Don't spread yourself too thinly, it rarely makes more money.



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Q All career paths require self determination and hard work, how did you navigate this?

A As a creative partnership that has spanned over 2 decades, we have helped each other through tough times. We know our own skill sets and clearly divide roles into what we truly enjoy and are good at. Having that strength, a sense of humour and knowing when to let things go has helped us navigate through stormy seas. We take time to celebrate our successes and don't sweat the small stuff! We believe in being nice to those you meet on the way up as you may also meet them on the way down.

Q Why do you think creatives are important in society?

We can't all be corporates in suits and we don't all want to walk the same path. We need the dreamers and the visualisers. Art brings colour and weirdness. Creatives think outside the box and bring vibrancy, impact, individuality and surrealism to an otherwise boring world.

Q What is the best thing about being a creative?

A It's a totally different way of seeing things and opens up your mind to so much!