

Abergavenny designer takes her hat off to local Internet entrepreneur

ABERGAVENTNY fashion designer Alison Tod has joined forces with local entrepreneur Ashish Poddar to build an Internet based community.

The idea behind the scheme is that people can read Alison's online blog and share experiences in order to build better businesses.

Alison Tod of Abergavenny who has twice won Welsh Fashion Designer of the Year believes it's a great way for businesses to mutually benefit from each others experience.

"Time is so precious to everyone. A website like Freshties makes it easy to share experiences for mutual bene-

fit, and I can help many people in one swoop just through my blog page," she said.

"The world is fashion is based around vanity, and it's true that beautiful things can give you a lift. But you can do beautiful things through this, for example, raise money to help others through your creations."

There have been many people who have already benefited from web blogs such as Alison Tod's.

Abergavenny Photography student Emma Parsons says it's great for networking and getting a real insight into the industry.

"Freshties could become the place for new labels, music bands, in fact any creative and other professional area to be recognised by the whole of the UK," she said.

"It offers the opportunity to contact designers for a bit of practical advice and real insights, as well as network with others in a similar position as me."

The website www.freshties.com was invented by Abergavenny entrepreneur Ashish Poddar to allow communities from all walks of life to come together to share experiences for mutual benefit.