



Cass Business School
CITY UNIVERSITY LONDON

Press release: London, Monday 16 September 2013

Cass Business School offers first Prince's Trust MBA scholarship

The Prince's Trust has partnered with Cass Business School, part of City University London, to offer a scholarship to an entrepreneur supported through The Prince's Trust's Enterprise programme. This is the first time the youth charity has partnered with a business school to offer an MBA scholarship.

The scholarship offers an individual who has been supported by the youth charity a full scholarship to study on its highly ranked Executive MBA programme. This represents an investment of £42,000 over the two years of the programme.

The scholarship was open to entrepreneurs who have set up their own business after completing The Prince's Trust Enterprise programme.

The Prince's Trust Enterprise programme gives unemployed 18-to-30-year-olds the skills and confidence to set up in business or find work. The Prince of Wales's charity has helped more than 80,000 young people become their own boss across the UK over the past 30 years.

The chosen candidate is Bronwyn Lowenthal who, having been made redundant, was awarded a £2,500 low interest loan by The Trust to start a fashion business. She also received the long-term support of a business mentor.

In 2002 she used the loan to open a stall in Portobello Road market. She has now grown this business and has a standalone shop in London, a retail website: www.ilovelowie.com and a wholesale business stocking stores including Anthropologie. She employs three full-time and two part-time members of staff.

Bronwyn was inspired to start the business after meeting women using traditional methods to make handicrafts during trips to South East Asia and Turkey in 2002.

She now has suppliers in China, Turkey, India and Mongolia and the company helps give the women she works with economic independence. Her mission is to produce beautiful clothing as ethically as possible, without jeopardising design.

She is passionate about social and environmental issues and believes that good practice can form the core of a profitable business model: “We aim to pay our hand makers and small manufacturers a decent price, while small production runs ensure each piece is a limited edition”.

The company was an ‘Accessories Brand of the Year’ finalist in Drapers magazine’s Footwear and Accessories Awards 2013.

Bronwyn was chosen from four finalists for The Prince’s Trust scholarship. She’ll join an international and diverse cohort on Cass’s two-year part-time EMBA programme, starting in Sept 2013.

Dr Sionade Robinson, Associate Dean of the MBA programme at Cass comments: “Bronwyn’s story is inspirational. With the support of The Prince’s Trust she turned a market stall into a sizeable fashion business. One of the reasons we chose to give the scholarship to Bronwyn is her ethical stance. Business ethics are an important part of what we teach at Cass and Bronwyn is putting that theory into practice. She’s also an example of the life-long learning model we believe in, having had a number of careers before setting up her fashion business. Cass is home to a Centre for Entrepreneurship, Venture Capital Fund and hub of academic and practical knowledge in the area of entrepreneurship and we’re also excited to connect Bronwyn into that network. As an elite business school we’re delighted to work with The Prince’s Trust which does such impressive work with unemployed and disadvantaged young people in the UK.”

Bronwyn says: “Choosing to do an MBA was the next logical step for me; learning a new set of business skills and being able to put them into practise immediately. I expect the course to be both intense and inspirational. Cass is a fantastic school and it’s such an honour to be chosen as The Princes Trust scholar.”

Laura Wyatt-Smith, who heads up the Enterprise programme at The Prince’s Trust says: “We are delighted that Bronwyn has been given this exciting opportunity thanks to the generosity of Cass Business School. The Enterprise programme helps young

people interested in self employment to explore and test their ideas, write plans and start their own businesses. The Trust has a long history of nurturing the business minds of tomorrow and we wish Bronwyn all the very best.”

More information on the Cass Executive MBA is available on [Cass's website](#).

More information about The Prince's Trust can be found at princes-trust.org.uk or 0800 842 842

-ends-

Media enquiries:

Miranda Thomas, PR Manager, Cass Business School

Tel: +44 (0)20 7040 5274

E-mail: miranda.thomas.1@city.ac.uk

Notes to Editors:

Cass Business School, which is part of City University London, delivers innovative, relevant and forward-looking education, consultancy and research.

Cass is located in the heart of one of the world's leading financial centres. It has strong links to both the City of London and its corporate, financial and professional service firms, as well as to the thriving entrepreneurial hub of Tech City – located close to the School.

Cass's MBA, specialist Masters and undergraduate degrees have a global reputation for excellence, and the School supports nearly 100 PhD students.

Cass is ranked in the top 10 UK business schools for business, management and finance research and 90% of the research output is internationally significant.

Cass is a place where students, academics, industry experts, business leaders and policy makers can enrich each other's thinking. www.cass.city.ac.uk

About The Prince's Trust

Youth charity The Prince's Trust helps disadvantaged young people to get their lives on track. It supports 13 to 30 year-olds who are unemployed and those struggling at school and at risk of exclusion. Many of the young people helped by The Prince's Trust are in or leaving care, facing issues such as homelessness or mental health problems, or they have been in trouble with the law. The Trust's programmes give vulnerable young people the practical and financial support needed to stabilise their lives, helping develop self-esteem and skills for work. Three in four young people supported by The Prince's Trust move into work, education or training. The Prince of Wales's charity has helped 750,000 young people since 1976 and supports over 100 more each day. Further information about The Prince's Trust is available at princes-trust.org.uk or on 0800 842 842.

About Lowie

Started in 2002 by designer Bronwyn Lowenthal, Lowie's philosophy is to produce beautiful clothing as ethically as possible, without jeopardising design. 'We aim to pay our hand makers and small manufacturers a decent price, while small production runs ensure each piece is a

limited edition', says Lowenthal.

Lowie consistently produces a tight collection of sought-after pieces using only the finest soft wools, luxurious organic and recycled cottons and top quality leather. Hand-knitting, crochet, hand-stitching and hand-embroidery are also incorporated into many Lowie garments. Each season a print is designed in-house, creating an aspect within each collection that is totally unique to the Lowie brand.

From label staples like classic tea dresses and soft cashmere berets to highlight pieces such as vintage inspired dresses and delicate mohair lacy knee socks, Lowie is firmly established as a truly unique fashion label.