



Wayne Hemingway MBE

Co-founder of Red or Dead, Partner at HemingwayDesign

"I use technology to work more professionally, but especially to finish work quickly."

Wayne Hemingway MBE is a renowned British designer known for his international projects that emphasise community and social impact. He co-founded HemingwayDesign, a medium-sized, family-owned business with a focus on enhancing places, supporting people, and generating positive social change. In 2023, Wayne co-founded www.CharitySuperMkt.com, a groundbreaking retail concept in the UK that aims to remove the stigma associated with pre-loved clothing.

TOPICS:

- Business Development and Strategy
- Branding, Marketing and Leadership
- Responsible and Ethical Business
- Innovation, Design and Creativity
- Retail Futures
- Inspirational Personal "Rags to Red or Dead" Story
- Housing

LANGUAGES:

He presents in English.

PUBLICATIONS:

- 2015** The Vintage Fashion Bible:
The style guide to vintage
looks 1920s -1990s
- 2010** A Place to Live
- 2004** Home Buyers Guide Counter-
pack: What to Look and Ask
for When Buying a New Home

Cocktail Shakers Lava Lamps
Tuppe
- 2003** Mass Market Classics: A
Celebration of Everyday
Design

IN DETAIL:

Wayne began his career selling handmade and vintage clothing at Camden Market. Alongside his wife Gerardine, he built Red or Dead into a globally celebrated label and, after 21 seasons on the catwalk, sold it in a multi-million-pound deal. In 1999, Wayne and Gerardine founded HemingwayDesign which specialises in affordable and social design. Always believing that good house building design should never be compromised and can be achieved within budget, Wayne advised the House of Lords select committees, publicly shamed the house building industry then demonstrated this by master planning and designing a multi award-winning housing scheme in Gateshead.

WHAT HE OFFERS YOU:

Whilst his presentations offer fascinating insights into the complex world of fashion and design, they also demonstrate the importance of ethics, creativity and innovation in business and the understanding of cultural context and social issues that affect, and shape people's lives every day.

HOW HE PRESENTS:

Wayne's down to earth and entertaining presentations leave audiences highly inspired and energised.