

CONVERSE FOCUSES ITS LENS ON LONDON'S FEMALE CREATIVES

By Livvy Houghton and Kathryn Bishop

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Converse Spark Progress, film by Wieden + Kennedy, London

Watch this video at <https://www.lsnglobal.com/news/article/23813/converse-focuses-its-lens-on-london-s-female-creatives>

UK – Spark Progress, a new initiative from shoe brand **Converse**, aims to both spotlight and advance the careers of emerging female creatives in London.

Taking a **Female Futures** stance, the initiative aims to give a new generation of inventive women the opportunity to break through. Spark Progress will support the projects and progression of London-based women including Iranian menswear designer Paria Farzaneh, singer, skater and artist **Lava La Rue**, and Feng Chen Wang, a Chinese-born menswear designer.

To mark its launch, the five women co-created a film with Converse showcasing their individual personalities, talents and future outlooks. Working to the mantra 'while others are busy deciding our future, we're busy making our own', the ongoing program will be supported by a mini-site and **Instagram profile** that shares their efforts.

Young creatives are increasingly using visual-first culture to demonstrate their ambition, activism and altruism, something you can explore further in our **Gen Viz** macro trend.