

## Success Story

### Zinfinity

After graduating in Applied and Media Arts, Zoe White worked as a costume designer/ maker/ dresser for a theatre and designing/ making bespoke jewellery pieces. Over time her ideas grew and she developed more interest in designing her own jewellery.

She set up her own company, Zinfinity, in 2004 offering bespoke, collections and limited edition work. This includes jewellery, unusual body pieces, costumes for theatres and carnivals and installation. Many of her pieces use raw materials that are recycled from others waste materials, and the finished products are unique, innovative and highly sought after.

Enthusiastic about her business and the end products, Zoe welcomed the input that was provided by the Advance project, and an Environmental Audit, undertaken by Tony Stewart, gave her both the confirmation and confidence that she was developing the business in the right direction with full awareness of environmental and sustainability issues. As well as making jewellery from recycled material, she also demonstrates her environmental commitment, through the development of an environmental policy, undertaking environmental improvements and applying for a Green Mark award. Zoe says:-



*“The most helpful thing Enterprise Enfield has ever done is to organise the Environmental audits. This one act has led me to a new path and on to new ways of working and experiences. It was only then that I really looked in to how I could consciously lessen my negative impact on the environment.*

*Even though these audits said that I was doing everything possible, they inspired me to really explore the environmental areas and now I am on Middlesex University’s Recycling and Sustainability course and promoting my business as one that is ethical.”*

Working alone in a business it is often difficult to gauge if you are making the right choices, however, the audit gave Zoe an opportunity to discuss her business ambitions and her environmental commitment. This re-enforcement cannot be underestimated as, even though Zinfinity is a modest business, Zoe has a significant wider influence as a role model through the teaching she undertakes with groups, where the concept of awareness-raising with regard to re-use and recycling is incorporated into her teaching activities. She was also a runner up in Enterprise Enfield’s Green Business of the Year Award 2007. Tony Stewart said:

*“Zoe should be commended on her processes, the items that are produced and the use of recycled materials wherever possible hold great potential for the business in the future - achieving all that she possibly can in environmental terms – demonstrating the re-use/ recycle concept to its full.”*

For more information about Zinfinity contact Zoe on:

**Telephone:** 07944 974 891

**Web:** [www.zinfinity.co.uk](http://www.zinfinity.co.uk)

*This client received free support under the ADVANCE project delivered by Enterprise Enfield in collaboration with Middlesex University and the Centre for Environment and Safety Management for Business with support from the European Regional Development Fund, London Development Agency, Business Link for London and Urban Futures.*