

GARMEX GRADUATE *Blazes into Fashion Industry*



Moses Fennel is not your typical fashion designer. The vibrant and creative father of two not only has an eye for styles, colour and fabric but has to brave heavy rains, landslides and burns in his job as a first responder. In addition to creating and accessorizing the perfect outfit, Moses is also a fireman. In his day job, he may have to extinguish a blaze but outside of that he is lighting a fire with his true passion- fashion designing. “I have always loved fashion. When I was younger I styled myself. I bought pants and sewed Moses on the back.”

A resident of Portmore, St. Catherine, Moses recalls his days at the St. Jago High school and heading to his favorite class which was Clothing and Textiles. He would sketch logos and designs of just about anything his imagination conceived. So advanced was his talent that the guidance counsellor recognized his potential and asked him to design blouses for the 6th formers.

Upon leaving St. Jago, Moses did not immediately pursue his lifelong dream in fashion designing but instead joined the Jamaica Fire Service. However, the flames of his love for fashion continued to burn. He started a fashion blog showcasing local and international trends and designs, as well as his favorite pieces from designers around the world.

Moses enrolled in the Fashion Design and Technology programme at Garmex HEART Academy in 2015 to formally develop his talent and to receive the training and certification to empower him to excel. “Garmex is the best! I started the school with very little knowledge of garment construction and what I left with is phenomenal.”

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With the encouragement of instructors and colleagues, Moses completed his studies at Garmex in 2017, as one of the top students in his group. He also left the Institution as a Runner-Up for the coveted Spirit of HEART Award.

Armed with the skills and the certification he longed for, Moses entered the Helen G's Design Competition where he won the People's Choice Award for his beautiful bridal gown featuring a long train and sweetheart neckline. He was among the top five competitors.

The fireman-cum-fashion designer extraordinaire is now working on his own line called "House of Fennel", catering to a market of fashion-trendy individuals. "I believe you will not be able to amass wealth for yourself by working for others as an employee. Fashion Designing has allowed me to become an employer. I want to become the 'Uber' of fashion designing in Jamaica."

Moses is highly self-motivated and seeks every opportunity to promote his brand. He utilizes social media as a marketing tool for his business and also creates gowns for beauty pageant contestants.

He does not aspire to become another Oscar de la Renta or Carl Lagerfeld but chooses instead to become the best at what he does; fireman, fashion designer and father of two beautiful children.

