

**PRESS RELEASE**

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**FINDRA the award winning ‘Outdoor Adventure’ clothing brand announces £250K Investment.**

The Scottish Borders-based brand founded by designer Alex Feechan, has secured a second-round investment of £250,000 to develop the business beyond its early roots of women’s cycling apparel.

FINDRA is delighted to be supported again by Tri Capital, Investing Women Angels and the Scottish Investment Bank, the investment arm of Scottish Enterprise. The support is a huge vote of confidence in the business, which has again been advised on the deal by the corporate team at law firm Harper Macleod.

Positioned as a premium lifestyle brand, [FINDRA](https://findra.co.uk) launched in 2014 within the niche market specific to female cycling. The bigger vision for the business from the outset has always been that FINDRA would grow into an outdoor clothing brand with a strong brand ethos, generating customer affinity and loyalty.

Founder Alex Feechan has created in FINDRA, a unique brand proposition and a product offering of stylish performance garments that can be worn across multiple outdoor activities and for leisure.

The business is run from the company’s head office in the Scottish Borders’ town of Innerleithen (the FINDRA design hub) which also houses a small (street facing) retail space, where the brand and garment ranges are showcased and sold to customers both direct and wholesale.

FINDRA also organises a number of monthly events and talks from the hub as well as offering monthly ‘friends of FINDRA’ ride outs and runs which enable the business to build a strong community and interest around the brand.

**Alex Feechan** founder and CEO said, ‘I am delighted to have secured a second round of investment from our existing investors. We have laid great foundations for the business over the last few years; this second round of investment allows us to expand our product offering substantially as well as growing and generating more brand awareness. As a team we are very much looking forward to the next stage of the FINDRA Journey.

**Jamie Andrew**, Chairman of Tricapital said: “We are very pleased to have led this round supporting another Borders’ based business. We have been impressed with Alex’s plans for growing the company and with her ability to engage with people across a wide spectrum, from customers to employees. We believe that Alex has the qualities and ability to execute her growth plan effectively and to support her in this role, Douglas Needham from our membership will continue to act as Chairman."

**Jackie Waring** of Investing Women Angels said: "Alex is a former finalist of our AccelerateHer Awards which recognise female entrepreneurs developing a great business. Since getting to know her, we’ve enjoyed supporting the growth of FINDRA, a unique fashion brand which not only understands the needs of active women but also produces a stunning product range.  We’re delighted to be involved in this round of investment, aimed at helping FINDRA achieve even greater heights going forward.”

**Kerry Sharp**, director of Scottish Investment Bank, said “FINDRA is a great example of an innovative, forward-thinking company focused on developing a premium lifestyle brand, which has appeal across a variety of outdoor and leisure activities. Scottish Enterprise has provided various forms of assistance to FINDRA in addition to investment and we look forward to continuing to work with the company as it expands its product range and market base to realise its long term growth ambitions.”

**ENDS**

**Notes to Editors**

**Alex Feechan**

**Alex Feechan is an award winning fashion designer and founder of FINDRA: an Adventure Outdoor Clothing brand,**

With an MA from the Royal College of Art specialising in fashion knitwear and a 1st class honours degree from Heriot Watt University, Alex Feechan has worked as a practicing designer within the global fashion and textiles industry for over 20 years. Having travelled internationally Alex has gained invaluable insight and understanding of international markets their design styles and cultures. Throughout her career Alex has worked on the collections of some of the world leading fashion houses - having developed designs and products for leading luxury brands such as Chanel, Calvin Klein, Escada, Brooks Brothers, as well as new design talent such as Mark Fast have passed through her hand

Since launching FINDRA Alex has gained recognition as a designer winning a coveted International ‘Design and Innovation Award’ for her Merino sportswear designs for FINDRA as well as business awards such as ‘Sports Entrepreneur of the year’ 2015 and Business Insider Rising Star in 2016.

Alex has most recently been announced as an Ambassador for [Women’s Enterprise Scotland](https://www.wescotland.co.uk)

**Tricapital**

Tricapital Ltd is a business angel syndicate based in the Scottish Borders. It was set up in 2004 by a group of local business people and currently has more than 50 members. It sources investment opportunities in businesses based primarily in the Scottish Borders as well as elsewhere in Scotland.

**About Investing Women**

Investing Women is Scotland’s only all-female business angel group and a dynamic and growing community of women angel investors and entrepreneurs. The group’s CEO and founder is Jackie Waring, an accomplished businesswoman who has advised the UK Government on encouraging and supporting female entrepreneurialism.  Jackie was also the UK’s first Advisory Board Member to the Global Banking Alliance for Women, based in Washington DC.

**Scottish Investment Bank**

The [Scottish Investment Bank](http://www.scottish-enterprise.com/sib) (SIB) is the investment arm of Scotland’s main economic development agency, Scottish Enterprise, operating Scotland-wide in partnership with Highlands and Islands Enterprise. It manages a suite of co- investment funds including the [Scottish Co-investment Fund](http://www.scottish-enterprise.com/services/attract-investment/scottish-coinvestment-fund/scif-overview) and the [Scottish Venture Fund](http://www.scottish-enterprise.com/services/attract-investment/scottish-venture-fund/svf-overview), which are partly funded by the European Regional Development Fund (ERDF), and the [Renewable Energy Investment Fund](http://www.scottish-enterprise.com/services/attract-investment/renewable-energy-investment-fund/overview) on behalf of the Scottish Government. SIB is also an investor in [Epidarex](http://www.epidarex.com/) Capital’s life sciences fund and is a participant in the [Scottish European Growth Co-Investment Programme](https://www.scottish-enterprise.com/services/attract-investment/scottish-european-growth-co-investment-programme/scottish-european-growth-co-investment-programme-overview) alongside the European Investment Fund. SIB provides a team of [Financial Readiness](http://www.scottish-enterprise.com/services/attract-investment/financial-readiness-support/overview) specialists to help companies prepare for new investment and access appropriate finance. SIB’s activities support Scotland’s SME funding market to ensure businesses with growth and export potential have adequate access to growth capital