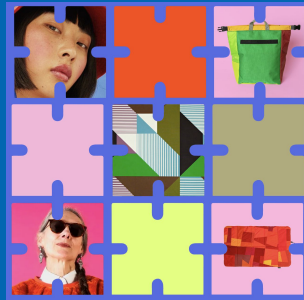




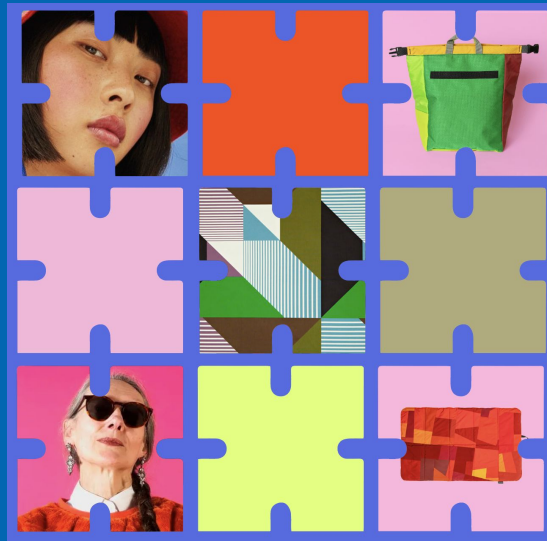
**John Lewis Partnership opportunity
MXC (Made by Care)**

Designer Collaboration 2025

MXC IS A NEW PURPOSE LED BRAND LAUNCHED IN OCTOBER 2023

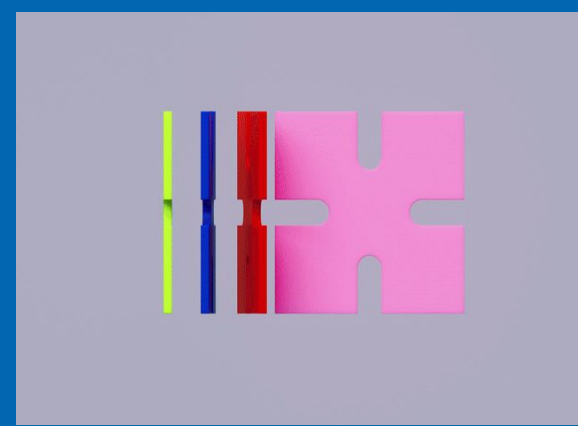


Part of Building Happier Futures and the John Lewis Partnership Foundation,
Made by Care works with and for the benefit of care experience charities.



It's called MxC (Made by Care) because it's
a brand built of products made by care experienced talent,
a brand that fosters collaboration,
a brand that celebrates care experienced stories
and a brand that reflects the community who made it.

MXC IS ABOUT...



PRIDE NOT PITY

ACTION NOT ADS

A FAIR VALUE EXCHANGE

WITH, NOT ABOUT

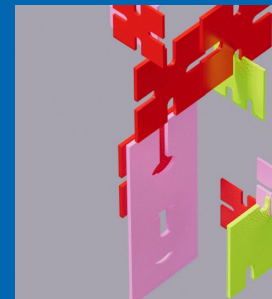
Providing a platform to **develop and showcase the passion and talents** of care experienced people.

Mentoring, training and empowering care experienced people through an **ongoing relationship**

Donating the profits back into the Building Happier Futures programme, to enable us to support even more people

A range of products **sold across JL & WTR**, in collaboration with care experienced people (from design to supply chain)

AND NOW WE'RE LOOKING FOR NEW TALENT TO GET INVOLVED IN NEXT YEAR'S RANGE



Keep reading for more information on how you can get involved...

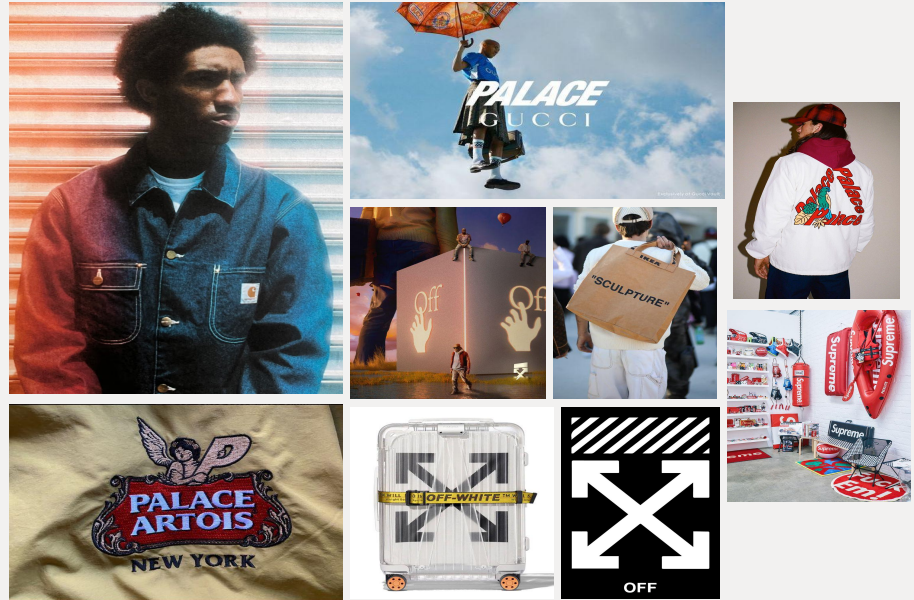
WHAT WE ARE LOOKING FOR

THIS IS AN EXCITING DESIGN ROLE AND AN OPPORTUNITY TO COLLABORATE ON THE CREATION OF GREAT PRODUCTS THAT OUR CUSTOMERS WILL LOVE

We're looking to develop a giftable 'Made by Care' product range that will be sold across John Lewis and Waitrose shops, websites and apps.

The range will be promoted through our marketing channels, including social media.

The profit generated from these sales will be donated to charities that support the care experienced community.

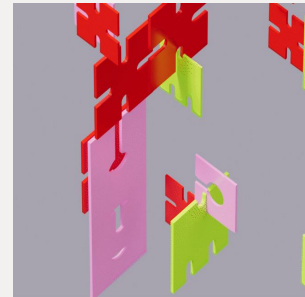


CREATE SOMETHING NEW

ORIGINAL DESIGNS OUR CUSTOMERS WILL LOVE

We need a bold, brilliant creator and collaborator to work with us to design original products for our Made by Care brand. We're looking to work with someone who can engage through great storytelling and visual communication.

You can use your design skill to influence everything from the shape, use or design applied to the products. You can use the products to tell a single story, or multiple stories. You can connect the range through colour, shape, pattern or graphics.



WHAT MAKES A RANGE?

AS PART OF YOUR APPLICATION YOU NEED TO BUILD A RANGE OF 5-6 UNISEX GIFTING PRODUCTS WITH YOUR OWN UNIQUE STYLE. SOME EXAMPLES ARE BELOW



Printed t-shirt



Printed Shirt



Pattern Jumper



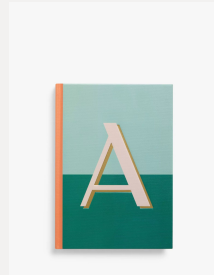
Scarf



Hat



Tote Bag



Notebook



Candle



Mug



Socks

OUR CUSTOMERS

WHO ARE YOU DESIGNING FOR?
WHAT IS IT ABOUT YOUR DESIGNS THEY'LL LOVE?

Who are our John Lewis customers?

We sell to 5.9m UK customers.

40% are aged 45-64.

65% are female (this increases to 73% for Fashion).

We have 35 John Lewis shops as well online sales through our website and app.

Who are our Waitrose customers?

We sell to 14m UK customers.

83% of sales come from customers over 45.

55% of our customers are female.

We have over 350 Waitrose shops nationally, as well as online through web, app and on demand grocery.

WHAT'S IN IT FOR YOU?

PAID WORK

An employment opportunity

This is a temporary job for which you are paid a daily payment for the days that you work (approx. 10 days). You need to provide a Birth certificate or Passport and NI documents. Here's a [guide](#) on how to do this, but we can help if needed. We also provide a contract of employment and access to an advocate from one of the charities we work with to provide support and advice.

CREATIVE WORK EXPERIENCE

Explore the creative industry

As part of our Waitrose and John Lewis design teams you get access to our Partners at the creative agency Saatchi & Saatchi to learn about creative design. You will have access to career coaching and workshops to explore your aspirations. You will have opportunity to learn more about the areas you're interested in such as marketing, financial modelling and understanding the production and logistics behind the products we sell.

CAREER MENTORING

Explore the business

We will support you to find a mentor and will work with you to make sure this is targeted towards your career ambitions. We have a wide range of opportunities in the business such as data and insight, commercial opportunities such as buying and working as managers in our shops. We can give you work experience or run discovery workshops in the areas which you're most interested in.

EXPOSURE

Marketing & PR Promotion

Any product launch will have some media interest. You need to be comfortable working with internal and external press and taking part in activity such as photo shoots and news interviews. We provide training and support through our media teams but you need to be ready for this. We will also need your consent to use your image on social media - such as Instagram, LinkedIn, Facebook and our internal intranet sites.

You'll have a dedicated manager to support you from the get-go. They'll confirm when you need to work or go to events and make sure you get paid, they're your point of contact and can help answer any questions.

THE PURPOSE BEHIND OUR MXC BRAND IS TO CREATE A PLATFORM FOR THE PASSION AND TALENTS OF THE CARE EXPERIENCED COMMUNITY. SO BEFORE YOU APPLY YOU NEED TO KNOW:

1. THIS OPPORTUNITY IS OPEN ONLY TO THOSE WHO ARE CARE EXPERIENCED. By this we mean anyone who is currently or has been in care at any stage of their life. It includes those looked after at home with local authority support, in residential care, foster care, kinship care or have been adopted.

2. THIS CONTRACT RUNS FROM SEPTEMBER 2024 UNTIL OCTOBER 2025: the 8-10 days of work you need to complete will take place between these dates. The key dates are listed on the timeline below for your information.

W/C 2.09.2024

A creative workshop held in our London office to build on your ideas (1-2 days).

July/August 2025

Workshops to build on your experience with Marketing, PR and Communication teams.

W/C 5.11.2024

Final sign off on product design. Usually virtual meetings.

September/October 2025

Product launch w/c 26.10.2025. Any activity to prepare for this will take place before this date.

WHAT ELSE DO WE WANT TO SEE?

HELP BRING TO LIFE YOUR CREATIVE THINKING AND STORYTELLING BY ANSWERING THESE QUESTIONS IN YOUR APPLICATION

You can choose how to present your ideas e.g. Powerpoint/Google slides, sketches and drawings or photography (taken on a phone or camera) are all fine as long as you tell the story in a visual way. Your answers will be reviewed as part of the selection process

1. What's the story your products tell?
2. Why are your products unique?
3. How do your products connect together as a range?

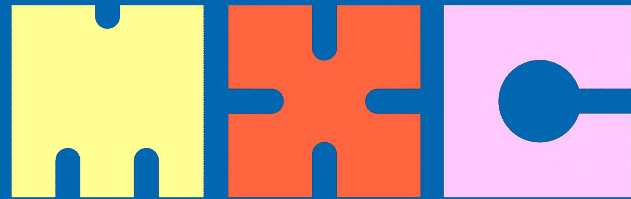
Closing date is 5th August 2024.

Send your response by email to careexperience@johnlewis.co.uk and include the following details:

- Your name and your age - you must be 18+
- A few sentences about you and how you heard about this opportunity. We'd love to know if it was through one of the charities we work with such as Action for Children, Who Cares? Scotland, Become or the Fostering Network or if you heard via another route
- Whether you're happy for us to keep your contact details. If yes, we'll keep you informed of other opportunities we have on offer such as one day career discovery days and other forms of work experience

If you have a disability, a learning difficulty such as dyslexia, a medical condition or individual need – which you believe may affect your application, state this on your response and we'll be happy to make adjustments to enable you to perform at your best.

FURTHER INFORMATION



THE JOHN LEWIS PARTNERSHIP

Want to come and work with a different kind of business? Our founder, John Spedan Lewis (whose father was raised in kinship care) wanted to give back to society, and not just make profit.

That's why we have a clear purpose; to work together for a happier world. We want to create opportunities for those who may otherwise face barriers, which is why we are working to bring in talented people who have experience of the care system.

Come and collaborate with us. You'll see your ideas come to life through the products you develop, and you'll see how the money raised supports charities and organisations which support care experienced people.

[Find out more about The John Lewis Partnership here.](#)



Dame Sharon White, Chairman,
John Lewis Partnership



THE MADE BY CARE JOURNEY

Year 1 *Product*

Working with care experienced person *Michael* to create a new design for an existing product.



Year 2 *Range*

Working with *Izaac* to design a range of products.



Year 3 *Customise*

Working with *new talent* to design and create original MXC products.



The Building Happier Futures initiative has made an ongoing commitment to offer opportunity for care experienced people. Our aim is to make products designed by you and other care experienced people, to develop and showcase a wide range of creative talents.

In 2023 we collaborated with Michael Archibald, a young care experienced student who worked on the art and design with us, to bring our first product in this exciting new brand to life. Michael's tote bag is being sold in John Lewis and Waitrose stores nationwide, the profits of which go to charities that support the care experienced community.

Click here to watch a short video - [Michael Archibald](#)

A PHILOSOPHY AND SET OF PRINCIPLES TO FOLLOW THROUGHOUT PRODUCT DEVELOPMENT

3 MADE WITH CARE

We care about how we make our products, the materials we use and the people who make them.



4 UNRIVALLED QUALITY

We are renowned and trusted for our products which are the best quality for the price throughout the ranges.



1 THOUGHTFULLY DESIGNED

Our in house specialist teams take time to craft our products, where every detail is carefully considered providing a clear signature which is instantly recognisable.



2 CUSTOMER CENTRIC

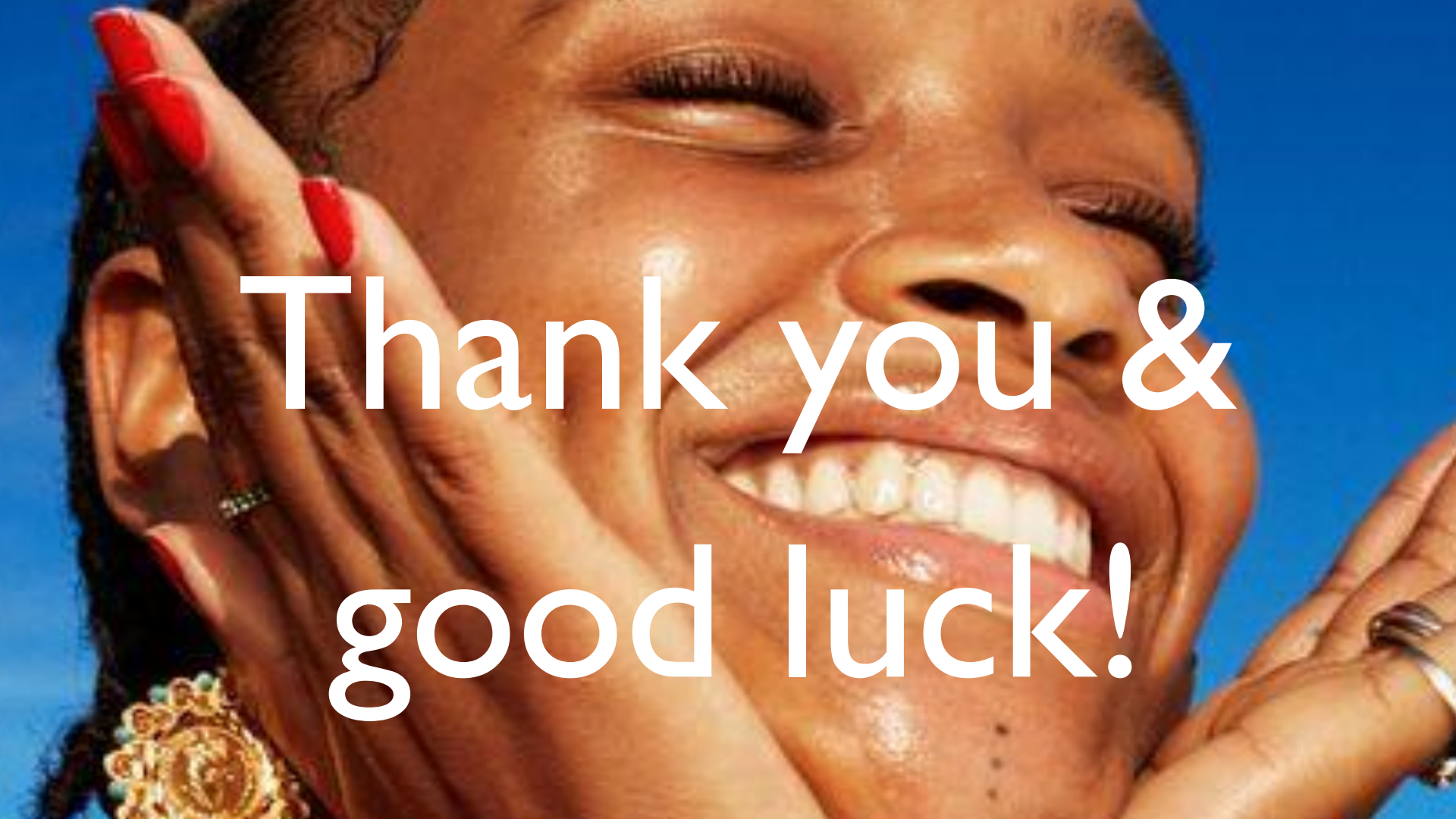
We know our customers so well that we always create products with their evolving needs and desires at the heart of the creative process.



5 FUTURE FOCUSED

Whilst we value our heritage we never stand still, constantly seeking to inspire and surprise, remaining relevant for modern life.



A close-up photograph of a smiling woman with her hands framing her face, set against a blue background. The text "Thank you & good luck!" is overlaid in white. The woman has her eyes closed and a wide smile, showing her teeth. She is wearing red nail polish and a gold bracelet on her left wrist. The background is a solid, bright blue color.

Thank you &
good luck!