



Philadelphia Fashion Incubator  
706 S. 4th Street  
Philadelphia, PA 19147

## Designers-in-Residence (DIR) 2025 Application

### The Program:

The **Philadelphia Fashion Incubator (PFI)** is designed to provide up to six (6) emerging Philadelphia-based apparel and/or accessories designers with the resources - including retail space, workspace, curriculum, and mentoring - to further grow and expand their fashion businesses in the Philadelphia region.

Throughout the course of one year, the **Designers-in-Residence (DIR)** will be required to attend and complete a mandatory core curriculum of workshops and seminars focused on the business of fashion. Conducted at both **PFI** as well as at off-site locations, these workshops are essential to the **PFI** program and attendance is mandatory. At the time of acceptance, a calendar with proposed monthly workshop dates for the year will be provided. These dates are subject to change, and the **DIR's** adjust their schedules accordingly.

The **DIR's** will be provided with studio space, retail space to sell, a workshop room with sample production space. **DIR's** will receive mentoring from Philadelphia and New York-based industry leaders along with a number of selling, press and event opportunities.

The **Philadelphia Fashion Incubator** will support talent that understands the program is a business proposition, not merely a creative opportunity.

The Incubator program will begin **March 12, 2025**. The **Designers-in-Residence (DIR)** are expected to complete the full year and are limited to their one-year term in residence. After the year, alumni are encouraged to stay connected through various programs and events.

## Eligibility:

Applicants seeking admission to the **Philadelphia Fashion Incubator** are required to:

- Reside in the Philadelphia Region: 8 county area includes Philadelphia, the 4 PA Counties (Montgomery, Chester, Delaware and Bucks) and NJ - Camden, Gloucester, Burlington.
- Be 21 years of age or older.
- Provide a **minimum** of five (5) images of your garments. Ideally work that best reflects your vision for your brand. If called back for an interview, plan to show these samples but preferably more.
- Have already started (6 months-5 years), a fashion business in the City of Philadelphia.
- Must already have sales in the marketplace.
- Serious commitment to further sustain and scale your business.
- Pay \$400/month Residency Fee for the 12 months.
- Be able to commit to **PFI** and their businesses completely, utilizing all available resources.

## Ineligibility:

Designers who are ineligible to apply to this program:

- Established designers who have been in business for more than 6 years.
- Students.
- Designers that have businesses located outside of the City of Philadelphia, or who plan to establish a business outside of the Philadelphia region.
- Those who cannot attend the full curriculum of workshops.

## Judging Criteria:

The **PFI** Selection Committee, composed of a team of industry professionals, will review **PFI** applications based on the below criteria. **Designers-in-Residence (DIR)** should:

- Have the ability to commit to **PFI** completely, utilizing all available resources, with the intent to grow their businesses as a full-time career.
- Have a strong vision for their collection and/or a great business concept.
- Demonstrate the highest level of responsibility and dedication to both the program and their business.
- Demonstrate a manageable level of financial ability to fund their new businesses (\$15,000+).
- Have the ability to work well with others with the desire and flexibility to engage in and be respectful of the program's many collaborations.
- Understand that while we are here to provide resources and help **DIR's** establish their businesses, ultimately, **DIR's** are responsible for each and every aspect of beginning, operating, and growing their individual companies.
- Understand that we cannot help teach design. We do our best to provide the resources to help lay a proper business and production foundation for our **DIR's**.

## Submission, Timeline and Fees:

The Application **MUST** be submitted to **PFI** review panel in **BOTH PRINTED AND ELECTRONIC** format.

Electronic format **MUST** be sent via **Dropbox ONLY**. **DO NOT SEND** directly to the email listed below.

**Email to via Dropbox:** [elissa@PhiladelphiaFashionIncubator.com](mailto:elissa@PhiladelphiaFashionIncubator.com)

**SUBJECT:** FIRST and LAST NAME PFI Application

## Mail To:

**Philadelphia Fashion Incubator**  
**706 S. 4th Street**  
**Philadelphia, PA 19147**

The application must be received by **Sunday, February 23rd, 2025**.

Payment can be received via check along with the printed application. Please make your check payable to **Philadelphia Fashion Incubator**.

**If you would like a tour of the incubator studio or to learn more about the residency, please email our Executive Director, Elissa Bloom at [elissa@philadelphiafashionincubator.com](mailto:elissa@philadelphiafashionincubator.com) to set up a time to meet.**

**Any questions regarding the application may also be submitted to [elissa@philadelphiafashionincubator.com](mailto:elissa@philadelphiafashionincubator.com).**

All applicants selected to continue in the application process will be expected to be available to participate in an in-person interview with the **PFI** review panel for approximately 30 minutes to be scheduled between **February 12<sup>th</sup> and February 17<sup>th</sup>**. **You must be prepared with a business plan and at least five but preferably more samples that best define the collection you plan to work on while at the Incubator.**

The chosen **DIR's** will be notified by February 18, 2025 and publicly announced March 6, 2024. Chosen **DIR's** will promise to keep their acceptance private until the public announcement date TBD.

### **Designer Checklist:**

Please be sure you have sent the following:

- ✓ Application **both Printed and Electronic.**
- ✓ Resume **both Printed and Electronic.**
- ✓ Images of a minimum of at least five garments in a press kit, look book, line sheet or similar format. **Both Printed and Electronic.**
- ✓ Two Letters of Reference **both Printed and Electronic.**

**The Philadelphia Fashion Incubator  
2025 Application:**

**Introduction** – To help us with the application process, please complete this preliminary page. Be sure to fit your answers and images on one sheet (You may re-format the sheet to fit larger images). The complete application will follow.

1. **Name:** \_\_\_\_\_
2. **Name of Business/Planned business:** \_\_\_\_\_
3. **Website or Blog**\_\_\_\_\_
4. **Telephone No. :** \_\_\_\_\_
5. **Email Address:** \_\_\_\_\_

**Describe your collection in 300 words or less.**

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**Please paste or attach to your application five images from your collection in the spaces below (please fit all on one page): See attached**



**General Information:**

1. Name: \_\_\_\_\_
2. Mailing Address: \_\_\_\_\_
3. Date of birth: \_\_\_\_\_
4. Telephone No. : \_\_\_\_\_
5. Email Address: \_\_\_\_\_
6. Would you like to join our email list for updates on events and resources (Solely for informational purposes, does not affect eligibility). Yes or No:  
\_\_\_\_\_

**Business or Planned Business Information:**

1. Name of Business/Planned Business:  
\_\_\_\_\_
2. Website or Blog: \_\_\_\_\_
3. Status of Business (i.e. C-corp., S-corp., LLC, LLP, Sole Proprietorship, Partnership, or not yet registered. Does not affect eligibility):  
\_\_\_\_\_
4. Will you be a woman-owned or minority-owned business? (Solely for informational purposes, does not affect eligibility). Yes or No:  
\_\_\_\_\_
5. Describe the type of product you produce or plan to produce from the following list:
  - contemporary womenswear
  - contemporary menswear
  - eveningwear or bridal
  - children's wear or infant wear

- knitwear/crochet
- streetwear or clubwear
- work wear or uniforms
- blanks or printables
- sportswear
- undergarments/foundation wear
- maternity
- accessories (handbags, belts, scarves, wraps)
- fashion tech component to product
- other (please describe) \_\_\_\_\_

6. What will distinguish your brand from everything else in the market? (30 words min.)

Please see attached

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7. Describe your target market (including age, gender, career, lifestyle etc.) (30 words min.):

Please see attached

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8. What is your intended or current channel of distribution (direct to consumer, specialty stores, department stores, online etc.) (30 words min.):

We are currently D2C via e-commerce and in-person pop-up shops. However, this was our pre-launch strategy. We intend to also pursue B2B retail partnerships.

9. Who is your competition? (30 words min. attachments accepted):

Please see attached

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**10. Are you currently employed? If Yes, Where?**

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**11. List any awards or notable press coverage: (attachments accepted)**

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**12. What plans do you have in place to fund and budget for your business during your year in residence?**

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**13. Budget attachments required. Please submit a financial plan for 2025**

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**14. If accepted, what do you hope to achieve or gain from this experience? (30 words min.)**

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**15. Please write a short essay about your business and how you see it growing within the next five years. Some key elements could be - identifying your strengths and weaknesses as a designer/business owner, explaining why you have chosen to produce this particular product or line, and discussing**

**the opportunities you foresee resulting from your participation in this program. (Attach Essay: min. 750 words).**

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**16. Attach to the application:**

**a. Resume**

**b. Most recent press kit and/or look book, line sheets, or images of your work. Be sure to include at least three images of garments that most directly reflect your intended product offering for the line you will design while in residency.**

**c. Two Letters of Reference (please include reference contact information) from either past school instructors, fashion industry contacts or employers.**

Thank you for applying for the 2025 residency at the **Philadelphia Fashion Incubator**  
We wish you the best of luck.