

2022

PHILADELPHIA

FASHION

& GARMENT

INDUSTRY

TASK FORCE

REPORT AND RECOMMENDATIONS

PHILLY FASHION edition

EDUCATION

RETAIL

MANUFACTURING

CREATING OPPORTUNITIES

JOBS

BRINGING THE
GARMENT INDUSTRY
BACK TO

PHILLY

PFGITF

PHILADELPHIA FASHION & GARMENT INDUSTRY TASK FORCE

PFGITF

PHILADELPHIA FASHION & GARMENT INDUSTRY TASK FORCE

PHL Council 
Global Opportunities &
Creative/Innovative Economy
Chairman: Councilman David Oh

PHILLY FASHION WEEK - LOCAL, NATIONAL & INTERNATIONAL DESIGNERS



Jaya Misra - **India** Bishme Cromartie - **Baltimore** Chicago Playground - **Chicago** GH Luxury Lingerie - **London**
 Cory Couture - **Vietnam** Shop Roman USA - **Turkey** Edwing D'Angelo - **New York** Khangle - **Vietnam**
 LK Paris Bridal - **Paris** Jessie Zhao - **New York City** Datari Austin London - **Los Angeles** Kathryn Milan - **Amsterdam**
 Goodwin Green Couture - **Nigeria** David André Collection - **Haiti** Unsatisfied Fashion House - **Bolivia** Jacinta Ligon - **New York**
 Clarence Clottery - **London** Ken Laurence - **Atlanta** Gechic Luxe Menswear - **New York** Must Collection - **Lebanon**
 Felix Rodionov - **Ukraine** Celestino Couture - **New York** House of Grayling Purnell - **Los Angeles** Amaresinh - **Shanghai**
 La Quan Smith - **New York** Nicci Hou - **Atlanta** Fab Creations by Faiza Antri Bouzar - **Algerie**
 Marquise Foster - **New York** Gordana Cehilhausen - **Bosnia** Single Dress by Galina Sobolev - **Los Angeles**



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EXECUTIVE SUMMARY

The Philadelphia Fashion & Garment Industry Task Force (The Task Force) was established by the Philadelphia City Council Committee on Global Opportunities and the Creative/Innovative Economy in February of 2020. The Committee – chaired by Councilmember at-Large David Oh – chartered the Task Force to formulate recommendations for making Philadelphia more economically competitive and attractive to retailers, manufacturers, and designers. The Task force is comprised of a diverse group of individuals and business owners with extensive industry insight and hands-on experience.



Growing the fashion industry in Philadelphia will bolster its international appeal as a creative destination for arts and culture, offer a bounty of economic opportunities and growth for the local economy, and provide more resources for local designers and businesses. In addition, the Task Force aims to promote Philadelphia's fashion industry as a leader in innovation and sustainability.



At the turn of the 20th century, Philadelphia was a global leader in the fashion and textile industries. Notable apparel giants of the era, including Stetson and Jacob Reed's Sons, were headquartered in Philadelphia. By the 1980s, however, the number of Philadelphians employed in the industry was cut in half according to the Bureau of Labor Statistics. Since its decline, New York City and Los Angeles have traditionally headquartered America's booming fashion and garment industry. The industry holds an annual valuation of over two trillion dollars according to Forbes.

Shifting trends may present opportunities for cities like Philadelphia to distinguish itself and reclaim a piece of the market:

- Philadelphia provides many of the same benefits of New York City and Los Angeles an international airport, vibrant consumer base, esteemed colleges, and strong workforce while having a lower cost of living and friendlier tax structure.
- Top-ranked local educational institutions and programs including the Temple University, Jefferson University, Drexel University, Moore College of Art, and Harcum College.
- Being a "small" big city offers more personal and collaborative communities for fashion professionals to network and grow.
- Prominent annual events and programs including Philadelphia Fashion Week, The Philadelphia Fashion Incubator Program, and Made Institute.
- A growing network and culture of people with talent, heart, creativity, and entrepreneurial spirit that is accepted and encouraged.
- Over 300 existing Center City retailers focused on apparel and jewelry.



The Task Force worked collaboratively to identify a series of obstacles for the industry and offer pointed recommendations to local policy makers.

Obstacles and Recommended Actions

Obstacle: People in the industry don't have access or know about all the resources and educational programs that are available to them.

Recommendation #1: Create a website that will serve as the central hub for the fashion and garment community. The website will feature a variety of information including:

- The PFGITF Mission and Goals; team members
- Database of Local Designers
- Database of Retailers who carry local designers
- Grant Database and City Resources
- Dedicated section for designers, manufacturers, and customers
- Central location to post fashion events open to the community

Recommendation #2: Open a permanent office for the Philadelphia Fashion and Garment Industry Task Force.



Obstacle: There is a lack of marketing or PR focus for the Fashion Community in Philadelphia.

Recommendation #1: Partner with Visit Philly, The City of Philadelphia, Philadelphia Commerce Department, PHLCVB, Center City District, Old City District, Head House District, and various retail districts to develop local designer/fashion-driven marketing campaigns & events. This will include digital, social and OOH efforts.

Recommendation #2: PFGITF to collectively market the Fashion Industry's larger organizations to provide a grant program or sponsorship dollars. Participating organizations would therefore directly benefit by helping to increase Philadelphia's reputation among the fashion world. With the money obtained, PFGITF will roll-out a marketing campaign to patronize local businesses and help the local economy. Key elements of the campaign will be highlighting and supporting local designers, as well as emphasizing the benefits of shopping local and shopping small.

Recommendation #3: Create a website to serve as a central hub to promote local designers so that external visitors can easily locate a unique shopping experience here in Philadelphia.

Recommendation #4: Establish Philly Fashion Week as an annual City supported event.

PFGITF

Bringing the garment industry back to Philadelphia.

Obstacle: There is not enough funding or grants available for the fashion community.

Recommendation #1: Work with the city to establish funding opportunities through grants, loans, and tax incentives for local entrepreneurs in the fashion industry.

Recommendation #2: Create a scholarship fund for arts/design/business education for students who typically pay out of pocket for their education.

Recommendation #3: PFGITF to set-up a "Fashion & Garment Industry Fund" to host a variety of events throughout the year that require a monetary donation to attend. Events will be held in locations owned and operated by the city to limit event costs. All proceeds (after any event costs) will go directly to the fund. PFGITF will establish criteria and a timeline that local designers must meet to receive money from the fund.

Recommendation #4: Create subsidies that can help designers better afford services that provide designers with patterns, samples, micro manufacturing, technical drawings, logos, and tech packs.

SUPPORT PHILLY FASHION





Information?

Obstacle: Designers do not have enough information and resources on how to properly run a successful business and fulfill orders.

Recommendation #1: PFGITF will establish an educational “Boot-Camp” series for designers. The Boot Camp classes will feature how to set up a business plan, acquire financial advisors from the Philadelphia Commerce Department, and ways to secure additional funding. This Boot Camp will need to be funded by the city to pay participating experts in different areas of business (Marketing, PR, Ecommerce, Wholesale/ Business Models, Branding, Buy Plans, Inventory Management). Participating designers will have to complete Boot Camp before receiving any funding from PFGITF. Portions of Boot Camp can be created with videos so that it is easy for designers to participate on their own time and supplement the curriculum with additional content. In addition, a forum can be created where designers can connect with each other and share resources.

The Task Force will feature strategic planning and creative business development workshops focused on the following areas:

- Collection Consistency: The importance of cohesive collections
- Business Development: Budgeting, business analysis, fundamentals, and organizational outline
- Brand Development: Marketing techniques, press kit development, packaging, re-branding and how it can change the game, web presence with an optimized site, benefits of hashtags, getting the most out of event platforms, visual marketing emphasizing the impact of a strong photo presence, client engagement analysis
- Production Planning: Product/collection analysis and development, setting realistic production goals, production methods and timing, and understanding the importance of all areas of production when working on retail platforms
- Direct Sales vs Retail Sales: How they can work together and making the transition by considering order minimums, and sales terms agreement
- Collection Analysis: establishing pricing for retail vs. wholesale
- Retail Target Planning

Recommendation #2: Host affordable business building workshops on behalf of the task force to help independent designers, stylists, retailers turn their passion into thriving businesses.



Creating Opportunities

Obstacle: There are not enough opportunities for local designers to sell their items through proper retail channels; Philly retailers/boutiques are hesitant to carry Philly designers.

Recommendation #1: PFGITF to create a network to match boutiques, retailers, and hotels with local designers that are consistent with the platform's brand, aesthetic concept, and audience. Through this collaboration, PFGITF will set a goal to host at least 20 pop-up or trunk shows in 2022. This will allow local designers and retailers to gain more exposure without having to make a substantial financial commitment.

Recommendation #2: PFGITF to approach real estate investors who have empty storefronts in center city and encourage owners to grant temporary leases for pop-up storefronts in vacant spaces.

Recommendation #3: PFGITF consider establishing a union like program for talent in Philadelphia. For companies doing production in Philadelphia, a certain amount of talent must always be booked for projects taking place in Philadelphia. Talent needs are dependent on the scale of the project. This includes such things as: Movies - Concerts - Tours - and Commercials Needed Talent includes Wardrobe Stylist - Makeup Artists - Hair Stylists - General Designers - and Costume Designers etc.

Sustainability

Obstacle: More focus is needed on sustainability in the Fashion community.

Recommendation #1: Develop subsidies and/or grant programs to help designers better afford sustainability services. Philadelphia can be a leader in fashion sustainability that is changing rapidly; Philadelphia can lead the charge. Educating designers on such things as: Zero Waste Patterning, Sustainable Fabrics, and Upcycling would be of significant help to create a sustainable economy. In addition, there is a need for zero waste manufacturing opportunities that will create jobs and provide designers with resources for newer, more sustainable business models that can flourish. A primary candidate would be made to order” manufacturing.

Recommendation #2: Implement the Simply Recycling Program (<https://simplerecycling.com>) where consumers can put their unwanted clothing out on the curb with their trash to be taken and recycled. This can create jobs and a new revenue stream.

Recommendation #3: PFGITF will Further support and partner with organizations such as “Fab Scrap”, a textile recycle facility that will increase the number of local jobs. FabScrap is a non-profit based in NYC who recently expanded to Philadelphia. Their organization takes waste from the garment industry and either recycles it or collects dead stock fabric where designers can come and shop. PFGITF will assist in promoting Fab Scrap and other like-minded organizations within our community.

In conjunction with this effort, The Task Force could create a series of educational and fun classes to educate both the design community and the public.

Classes for designers will include:

1. Zero waste pattern design
2. Scaling a circular fashion brand
3. Sustainable textiles

Classes for the public will include crafting/sewing classes where the instructor will also include information about the facility, fabric waste and circular thinking. Some examples include:

1. How to make a tote bag out of upcycled fabric
2. How to make a makeup bag out of upcycled fabric
2. How to make a quilt out of upcycled fabrics

Recommendation #4: PFGITF will create jobs by establishing a fabric bank / fabric swapping events where designers can come to shop for fabric at a highly discounted price. This would decrease our fabric waste as a city and increase profit margins for designers.



Obstacle: Local manufacturing in Philadelphia is scarce.

Recommendation #1: PFGITF will work with the City to create an incentive program to promote “Bought Here, Made Here.” PFGITF will work to identify empty warehouses and create a business structure that focuses on sustainability that will entice NYC manufacturers to move to Philadelphia.

Recommendation #2: Offer sewing classes to train professional stitchers for any manufacturing initiative. This could be a sponsored program so that trainees can attend with no out of pocket expense.

Obstacle: There are not enough jobs in Philadelphia.

Recommendation #1: Using a variety of grant programs, PFGITF can help to stimulate the economy and create jobs. To receive any funding, fashion related businesses must hire one or two employees for paid internships and practice sustainability, hire local, and showcase local designers.

Obstacle: Not all jobs pay a living wage. To pay living wage, designers must charge more for their clothing

Recommendation #1: Create a program where companies can apply for workers in certain skilled fields (i.e. stitchers) to receive subsidies for living wage. This will allow companies to employ more people since workforce wages will be subsidized. This will allow companies to employ more workers and still realize the needed margins, without increasing clothing prices.



Proposed Actions and Supporting Activities



SUPPORT PHILLY FASHION

Support Philly Fashion is Philadelphia's new digital hub to promote, shop, and support Philly's most talented fashion designers, local retailers, and boutiques. The platform serves as an innovative and easy way to find and purchase from local designers and small retailers in a centralized digital location. Support and patronage will provide immediate revenue for local designers as well as fuel Philly's economy during these challenging times.

Support Philly Fashion will also serve as an educational and resource hub for Philly's fashion community. Through the website, designers, as well as the public can obtain up-to-date information on grants, virtual seminars, and resources to help navigate and manage business needs. "Supporting local designers and small retailers is more critical than ever. We wanted to create an easy-to-use platform to promote Philly's talented fashion community but also a network where designers can benefit from grants, resources and educational tools during this difficult time."

Local designers and small retailers are encouraged to visit **Support Philly Fashion** and fill out the online form to be highlighted on the site. Listings are free and the website will be updated daily. For more information visit: <http://www.supportphillyfashion.org>.



TASK FORCE GRANT PROGRAM

The Task Force proposes a \$1 million grant program to fund:

- Designers' startups
- Business expansion
- Product development and manufacturing
- Workspace/office/retail locations
- Assistance for designers to fulfill purchase orders and move their products to the marketplace.

Funding these programs will help stimulate the economy and create jobs. In addition, there is a need to develop programming where companies can apply to receive subsidies for paying living wages. This will allow companies to employ more people while retaining the margins they require.

The goal is to provide not only funds but educational programming and mentorship to assure the appropriation of funds to elevate the fashion and garment industry in Philadelphia. The objective is to aid in the A-Z process in business development to identify the needs and achieve success. An important outcome is to provide capital to our designers and boutiques looking to scale up operations. The organization will dedicate half of the grants specifically to designers of color who are too often underrepresented in fashion.

These grant will also be distributed under a social justice lens and ensure there is equal opportunity to bring about the success for all communities. All too often, similar programs and organizations have no plan to sustain themselves or become its own economic engine. We have avoided this pitfall since this project and its initiatives have all proven necessities for entrepreneurs' everyday business operations and have the potential to become a multi-billion-dollar economic driver.

THE COUNCIL OF FASHION DESIGNERS OF AMERICA (CFDA)

The CFDA organization promotes American designers in the global economy and supports Philadelphia's Fashion Success.

The Task Force awarded 5 local companies with \$10,000 in grants in Fall of 2020. Winners - Kemoi Charles (1,000) Prajje Oscar (\$2,000) Finor X (\$2,000) Alice Alexander (\$2,000) Irina Sigal (\$3,000) Weekly Programing (Fashion Friday's) via social media to highlight and promote local brands

The Task Force's PR efforts / News segments pitched and landed: 15+ design companies & boutiques which have been featured on Fox 29 - NBC 10 - Philadelphia Inquirer - Essence Magazine - Harper's Bazaar - Grazia Magazine etc.

Other related initiatives and funding includes:

- Educational programing - CFDA workshop series
- PFGITF Fundraiser - 10,000 raised
- Circular Design Competition, out of 10 finalist 1 designer won \$1,000 and one student designer won \$500 in fall 2021
- February of 2020 Fashions Next, Student designer competition. Participating schools - Drexel - Moore Collage of Art - Harcum College one student won \$1000 and a one on one with Fern Mallis creator of NYFW

Visit <http://www.cfda.com> for more information.



BUSINESS DEVELOPMENT PROJECTS AND WORKSHOPS

Projects and workshops will provide access to: Lawyers, Grant Writers, Marketing Professionals, Business Consultants, and Accountants, as well as web and graphic developers.

Members of the *Support Philly Fashion Campaign* will have weekly access to our resources for 20 hours per week.

EDUCATION AND PROGRAMMING

Support Philly Fashion public programs in conjunction with industry professionals. PFGITF will host quarterly speakers & industry leaders and will create a bridge program with local top performing colleges and universities for internships, job placement & training programs in both Maison and the Fashion Taskforce.

RETAIL IN PHILADELPHIA

In 2018 Philadelphia generated over \$365 million in the retail industry. As of 2019 retail was 7.8% of Philadelphia's total workforce with 978 retail stores by which 747 were boutique/ Independent/ local retailers. The #1 activity for tourists to Philadelphia in 2019 was shopping spending \$1.1 billion in retail. *Source:* Center City District Retail Report 2019

Philadelphia Fashion Week has contributed to growth in Philadelphia's fashion sector garnering attention both nationally and internationally. Philadelphia is a "small" big city featuring the amenities of New York or LA but offering a more personal and collaborative community for fashion professionals to network and grow.

Philadelphia has an opportunity to expand its independent designer and boutique opportunities as we see many big box stores facing closures. Opportunities open with what is being called the "migration" with 7,500 New Yorkers have moved to Philadelphia from February to September, along with attracting big developers like the NY Durst organization who won the bid for major development at Penn's Landing. *Source:* CBS Philly

Philadelphia has incredible talent in its local fashion industry that has attracted both national and international attention and collaborations. Philadelphia's fashion community also stepped up to the call and supported the city's essential workers with 7,000 PPE donations during the city's Covid-19 shutdown. *Source:* CoverAid PHL

SAVING RETAIL

The Task Force will host Trunk Shows, and extended pop-ups in vacant retail spaces. Our goal is to partner with City government and work with landlords to keep our retail sector thriving. With a mass migration of New Yorkers moving to Philadelphia we cannot afford to leave our many vacant store fronts empty. Our program would help emerging designers who are ready to scale up operations to occupy new spaces that will redefine high fashion and elevate our local designers. This will protect property values while at the same time create jobs that include such things as: cashier, customer service rep, visual merchandiser, buyer, assistant store manager, and inventory control specialist.



THE MAISON PROJECT

One way to think of this project is as a multi-functional building that contains under one roof a wide variety of related functions. This project will fill the void of necessary resources that are the essential building blocks of entrepreneurship. The Maison Project is composed of our main houses: Manufacturing, Retail, Amenities, and Events. In addition, within Maison there will be a permanent office for PFGITF that will offer a central hub for all things fashion, entrepreneurship, and development.



Manufacturing

production; and feature the newest machine technology, textiles, and fabric sourcing. By operating with a membership business model, we will be able to create training and trade programs, a resource for designers to access machines to produce quality products and be able to access small medium run production.

A manufacturing education program will feature open student enrollment and training/trade programs. Areas of focus will include:

- Small/Medium Batch Production
- Newest Machine Technology
- Textile/Drying
- Fabric Sourcing
- Designer Membership

During COVID, we all learned a very valuable lesson since access to personal protective equipment was very limited; the local design community came to the rescue by creating and donating PPE to the local hospitals by way of **COVER AID PHL**. This program produced over 7000 masks for local medical field workers.

A robust training and jobs program is needed to provide sewers, pattern makers, cutters, production managers, textile designers, sewing machine operators, pressers, and leather workers for our growing local fashion industry.

Retail

Our goal is to open a retail space within Maison that carries all emerging designers and provides each company an accelerated program that helps with growth and to navigate the retail sector. This will provide real life experience in dealing with retail and forging relationships with big box retail, small boutique owners and eventually branch out to his/her own brick and mortar establishment.

The retail department of **Maison** will provide the following functions:

- Private Showroom (PR)
 - Celebrity Stylists
 - Private Clientele
 - Publications
- Emerging Designers (Sales)
- Pop-Ups /Trunk Shows / Sip n' Shops
- Mixers
- Small Scale Events



Amenities

Amenities will include co-working spaces such as: conference rooms; access to quality machines; access to a quality photography videography studio (this space will have a member ship program for companies to rent and or photographers and videographers to have access to quality lights sets and cameras); Grooming & Beauty area (this space can be used by creatives who provide services for hair and makeup giving them a space to service clients for those who don't necessarily want to work within a shop full time redefining what's it is to have more freedom and access to clientele.)

- Co Working Spaces CO-
- Conference Rooms
- Fitting/Dressing Area
- Photo Studio
- Grooming/Beauty Area
- Cafe



Events

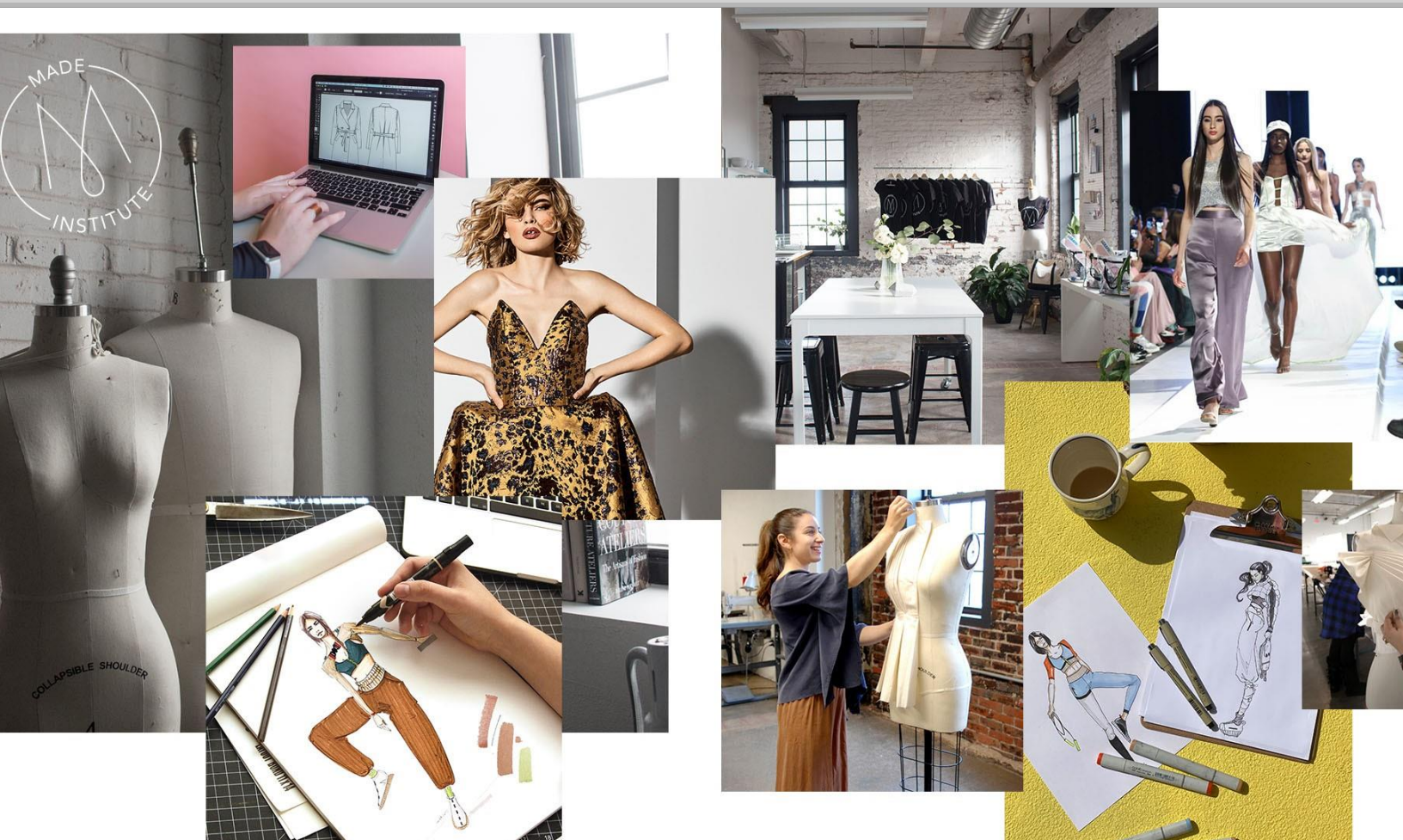
The Maison Project will provide event space for: exhibitions, panel discussions, weddings, conferences, runway shows, corporate and networking events, and small concerts. This multi-purpose space will be the home of Philly Fashion Week and provide a dedicated space for designers to locate their shows and/or private showings for buyers or clients.

EDUCATION AND PROGRAMMING

By offering public programs with speakers of industry and professionals, PFGITF will host quarterly events and job development workshops. We will create a bridge program with local top performing colleges and universities that offers internships, job placement and training programs within Maison and the Philadelphia Fashion & Garment Industry Taskforce.

There is an opportunity to create thousands of jobs and become the epicenter of fashion and manufacturing. Many unique opportunities exist to provide Philadelphia with the support and resources it needs for the fashion and design industry to become a multi-Billion-dollar industry. This can be accomplished while at the same time providing a bridge program to local students with internships and job training opportunities to keep our graduates here in Philadelphia.

Our **Youth Entrepreneurship Program** is yet another way to provide local students with an opportunity to help the fashion and design industry flourish here in Philadelphia. The goal is to create a youth enrichment program that can start as early as middle school or high school to provide free training programs for our future entrepreneurs. Here they will learn the steppingstones to create garments and then produce small scale presentations/fashion shows that display the creations. Here they will learn the numerous roles it takes to produce an event and how to: create / price garments, source fabrics, dye, and up-cycle garments. This arts and entrepreneurship program was created to incubate the next generation of local business owners and keep at-risk inner-city youth off the streets.





TEXTILE RECYCLING CENTER

This center will provide an opportunity for Philadelphia to address the many challenges of sustainability. For instance: Philadelphia processes 40,000 tons of textile waste annually costing the city \$2 million annually. Reclaimer alone has collected over 26,764 pounds of clothing from 468 households. In addition to the center, two additional initiatives that offer solutions that help sustainability are explained below.

Fabric Bank Program - Designers and students can trade fabrics and or use our source of scrap/dead stock to create a sustainable way of operating and giving what would often become discarded a new life.

Scutch Mill - by using flax we will be able to develop an agricultural supply chain and produce natural materials/textiles that can be then sold and used to create quality sustainable fabrics and by growing flax they also naturally remove toxins from our soil.

Philadelphia can become an epicenter of fashion and manufacturing and create thousands of jobs needed to sustain a local expansion of the industry. Using the variety of unique opportunities available, our city can be provided with the necessary support and resources it needs to become a multi-billion-dollar industry. Concurrently, with an active bridge program it is possible to reach out to local students with internships and job training opportunities that are designed to keep our graduates here in Philadelphia.



PFW

PHILLY FASHION WEEK

The Economic Impact of Fashion Week in NYC and Philly

New York City's semi-annual Fashion Week draws approximately 232,000 attendees to more than 500 shows, creating a total economic impact of \$887 million. New York Fashion Week accounts for 5.5 percent of the city's workforce, pays \$11 billion in wages, and generates nearly \$2 billion in tax revenue annually. New York City's wholesale fashion market is one of the world's largest, attracting more than 500,000 visitors per year to its trade shows, showrooms, and fashion shows. Overall, the industry garners more than \$18 billion in retail sales, \$72 billion in wholesale sales, and \$8 billion in manufacturing sales annually. Compared to New York, Philadelphia is behind the curve on maximizing our fullest potential to capitalize off the multibillion dollar industry as a major metropolitan city.

It is important for Philadelphia to actively close the gap. In Feb of 2020 the Philly Fashion Week organization officially joined the CFDA (The Council of Fashion Designers of America). The CFDA “Connects” program provides leadership from its founding members. The CFDA “Connects” program will benefit our organization through advice regarding events, promotion, business support, resources member privileges and workshops curated to benefit the designers and entrepreneurs we serve in our community. This program was created to significantly amplify our collective mission to expand our reach, create awareness and strengthen our connection to the pulse of business, commerce, media, trade in America and the global fashion industry.



Philly Fashion Week (PFW), our biannual event, reaches over 5,000 people during the course of six days through fashion shows, in store shopping events, fashion mixers, and seminars. The mission of PFW is to strengthen the influence and success of designers in Philadelphia and surrounding areas. Our goals are to impact the global economy by building sustainable businesses featuring and supporting local, national, and international brands; and building Philadelphia's fashion community by supporting retailers and independent fashion. PFW has attracted over 100 international brands and featured over 1000 local and national brands over the past 16 years.

PFW has been covered by major press outlets such as Harper's Bazaar, WWD, Lucky Mag, The New Yorker, BOF (Business of fashion), Daily Front Row in addition to all the local media such as 6ABC, NBC10, Fox29 Philly, WHYY and the Inquirer. PFW has featured designers from all over the world including locations such as Paris, London, Africa, India, Brazil, Ukraine, Haiti, Bolivia, Vietnam, Shanghai, and Lebanon. Additionally, PFW also has a business of fashion program that is implemented each season in collaboration with the founder of NYFW, Fern Mallis, and the editorial director of Paper Magazine, Mickey Boardman. PFW also provides a platform for local partners such as Made Institute and the Philadelphia Fashion Incubator and Lov'n My Curves to further push sizes inclusivity and diversity on the runway.



PFW's local economy impact is significant. Over the past 16 years, PFW events have contracted with over 900 companies representing a variety of local services. Each season there are over 1000 participants per event over the course of six days that additionally provides the city with travelers, shoppers, diners, and hotel guests. On average there are over 200 models and 40 - 60 designers participating per season. The associated support staff is considerable utilizing a crew of 30 makeup artists, 30 hair stylists, 20 backstage staff and volunteers, and 10 front-of-the-house staff including check-in personnel, greeters, and VIP coordinators.

However, with this level of participation and support, why does the fashion and garment industry require additional funding? Formerly in center city alone there were 551 retailers; however, 72 of them are now closed permanently. In 2018, Philadelphia generated over \$365 million in the retail industry; the primary activity for tourists to Philadelphia in 2019 was shopping, spending \$1.1 billion in retail. However, due to COVID and other factors in February 2021, there were 81,700 fewer jobs here in Philadelphia than there were in February of 2020.

The Philadelphia Fashion & Garment Industry remains grossly underfunded but there is hope on the horizon. There are unique opportunities for Philadelphia to expand its independent designer and boutique opportunities as many big box stores are facing closure. Additional opportunities have opened locally due to the "migration" of 7,500 New Yorkers moving to Philadelphia during February to September of 2021. In addition, big developers are being attracted to Philadelphia such as the NY Durst organization that recently won the bid for major development at Penn's Landing. **Source:** CBS Philly

CONCLUSION

PFGITF serves as a central hub for Philly's fashion community to obtain education, resources, programming and further our mission to provide grants, scholarships virtual seminars and resources to help support their evolving business needs. Our goal is to aggressively improve the state of fashion in Philadelphia today. PFGITF will eliminate most if not all the challenges that hunt our local entrepreneurs to have a robust and thriving fashion sector in Philadelphia. Our recommendations will drastically improve our local economy and give our entrepreneurs the ability compete on the world fashion stage. Funding the PFGITF will directly benefit our community and will provide our designers / entrepreneurs with resources to help increase awareness, amplify their mission, expand their reach, and strengthen their connection to the pulse of business, commerce, media, and trade in the American fashion industry and globally.





PHILADELPHIA FASHION AND GARMENT INDUSTRY TASK FORCE

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