

Philadelphia Fashion Alliance Launch Event at the Philadelphia Art Alliance

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Photography by Hope Jidenma

Last Sunday afternoon, more than one hundred and fifty people attended the launch event celebrating the newly formed Philadelphia Fashion Alliance, including fashion magazine and newspaper contributors and noteworthy designers who are Philadelphia Fashion Incubator alumni. Throughout the afternoon, guests enjoyed collection presentations, shopping directly from 7 local Philadelphia designers, sipping champagne and light bites in the intimate and elegant setting of the Wetherill Mansion on Rittenhouse Square (Philadelphia Art Alliance). The event not only provided a cause to celebrate, but also a networking opportunity.

“Today feels amazing. Each and every designer has worked so hard to make today a success. I am blown away by the support we have received from the press, our sponsors, and all the people who came out to support. My thoughts on the Philadelphia Fashion Alliance is— watch out Philadelphia, we have some amazing things coming from the Fashion Alliance. The fashion scene is really going to change” said Terese Brown, Public Relations Coordinator for Philadelphia Fashion Alliance.

Guests were the first to view and preorder Spring/Summer 2016 Collections, shop current collections directly, and meet with each designer. The seven designers celebrating the launch were: Granaté Prêt, Jovan O’Connor, Minkeeblue, Senpai + Kohai, Rebeca Imperiano, Terese Sydonna, and Victoria Wright.

"I am so excited for all of our designers, coming together collectively, sharing resources, and helping to promote one another from the Philadelphia Fashion Alliance. After these designers finish the 12 month program in the Fashion Incubator, these alum still need a lot of support and resources; so I am so happy that they have banded together to really help one another, support one another, share resources and their networks, which is why this event is such a success. I am proud to see how much they have grown professionally, personally as business women, and entrepreneurs. And I'm excited to see what's down the pipeline for the Fashion Alliance with events and programs" said Elissa Bloom, Executive Director of the Philadelphia Fashion Incubator.



















