



A Passion for Fashion!

Youth Employment Services YES has teamed up with **Toronto Fashion Incubator (TFI)** to create this amazing opportunity for youth to learn about entrepreneurship and fashion design. A Passion for Fashion participants will receive:

- Workshops on starting your own business
- Workshops on fashion design and marketing
- One-on-one Mentorship
- A chance to enter the Fashionista's Den Competition and win \$1,000, a one-year membership to TFI and 50 hours of business advisory and fashion mentorship for free!

Interested?
Visit www.yes.on.ca for program information, scheduling and updates!

Or contact YES at: gabrielle_zilkha@yes.on.ca or 416.504.5516 ext.233

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What is A Passion for Fashion?

A Passion for Fashion is a program and competition designed to walk participants through entrepreneurship in the fashion industry. The program consists of six workshops (about 90 minutes long) – three of these workshops are business focused, three of the workshops are fashion focused.

The Business workshops are designed to teach youth how to build a business plan. The workshops are:

- 1) Operations
- 2) Pricing
- 3) Finance

The Fashion workshops are designed to teach youth about running a business specifically in the fashion industry. The workshops are:

- 1) Fashion Marketing
- 2) How to Develop Your Own Line
- 3) Fashion Illustration

Through these workshops, youth will learn the basics of running your own business in the fashion industry. Though the program focuses mostly on designers, it is definitely beneficial to those looking at other business alternatives.

The second phase of the program is the Fashionista's Den competition. This competition mimics the popular CBC television show, Dragon's Den, where entrepreneurs pitch their product to a panel of successful business moguls. If the panel likes the product, they agree to finance the business.

Similarly, the Fashionista's Den will consist of a panel of industry professionals to whom 20 finalists from the Passion for Fashion program will pitch their fashion line or product. One winner will be selected and will receive \$1000, a free one-year membership to TFI and 50 hours of business and fashion mentorship valued at \$10,000.

How to Sign-up for the Workshops

Each workshop will be offered **five** times between the end August and the beginning of December. Participants must take the workshops in order (i.e. "fashion workshop one" has to be taken before you can enter "fashion workshop two").

Workshops are offered at various times and dates throughout the months of August to December.

To register for the workshops, participants must sign up at the YES website at www.yes.on.ca and visit the "A Passion for Fashion" page at <http://www.yes.on.ca/get-informed/yes-programs/passion-for-fashion/>. The schedule for the workshops will be posted online **at the end of July**. The registration process will require youth to sign-up for all the workshops they plan to attend on the schedule. Should you not be able to make the workshop you signed-up for, participants can check if there is space in the next workshop.

How to Enter the Fashionista's Den Competition

To enter the competition participants **must** complete all six workshops.

To enter the competition, participants must submit a **presentation board** and a **viable business plan**. Participants will learn how to create these two items through the workshops.

Submissions will be accepted in early January 2010 and twenty finalists will be selected by mid-February 2010. The Fashionista's Den competition will be held in March 2010.

The winner will be announced at a reception event in late March 2010. Details to follow...

Mentorship

Participants have access to mentors (fashion industry and business professionals) throughout the program. Participants can use mentors for advice, guidance or for help on their submission for the Fashionista's Den Competition.

Eligibility for Participating in A Passion for Fashion

To participate in the program, participants must be between the ages of 16 and 29 and cannot be a professional designer.

Please visit the Passion for Fashion page on YES' website July 31 to sign up for the workshops.