

NOW ACCEPTING APPLICATIONS



There is no shortage of talented Black designers trying to make it in fashion. There is, however, a shortage of access to the industry for these designers that has existed for far too long.

If this emerging talent had the support of a powerhouse brand behind them and, subsequently, entrance into spaces that have historically excluded them, the impact would be immeasurable.

That's why Harlem's Fashion Row is partnering with Tommy Hilfiger's the People's Place Program on the **New Legacy Challenge**, which will grant one designer the opportunity for mentorship and global visibility. Our winner will receive **\$20,000 and a co-designed capsule collection with Tommy Hilfiger.**

THE PEOPLE'S PLACE PROGRAM

The People's Place Program is a three-pillared platform with an initial minimum commitment of \$5 million in annual funding for the next three years that will seek to advance the representation of Black, Indigenous, and People of Color (BIPOC) within the fashion and creative industries.

Inspired by our beginnings and moved by the present, the People's Place Program is our commitment to increasing equity, representation, and access for the BIPOC community through collaborations, storytelling, and mentorship.

Centering around Partnerships, Career Access, and Industry Leadership, the program seeks to achieve consistent, long-term change in the Fashion Industry.

The People's Place program is our way of amplifying the voices of the next generation of BIPOC creatives through our brand's global platform.

It is a program of true foundational change and action.



OVERVIEW

WHO

Top 3 selected designers

WHAT

A challenge to reimagine 6 Iconic Prep Styles. All with a link to our TH Brand DNA.

WHEN

February 2022

HOW

Each designer will reimagine the same 6 iconic styles. Each Designer will utilize the same fabrications to achieve desired launch date. Through support and mentorship of the TH Team and friends of the brand, each designer will take their designs from concept to final sample creation.

WHY

American Cool is a celebration of our roots while giving equity/awareness for the Black community's historical contribution to the traditional TH style retelling this story for today.

WINNER

Winning Designer will be chosen by the Tommy Hilfiger Selection Committee. The Winner will get mentorship from the brand and design a capsule collection to drop in Fall22 alongside TH design team



APPLICATION

Please submit the following information to complete your application.
Applications are open from September 1st - September 22nd.



Applications are now closed.

[HARLEM'S FASHION ROW](#)

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