

IN TRUE FASHION

In True Fashion is a collaborative effort by a group of fashion designers committed to building self-esteem in American youth and bringing attention to fashionable products manufactured in the USA. Our mission is to increase awareness about the effects of overseas manufacturing on our economy and on our children's future; and to preserve American craftsmanship and job security for the youth of tomorrow and many years to come.

With jobs being shipped overseas, job availability and security is at risk for today's youth. Consequently, their self-esteem and vision for a future suffers. Now is the time to take pride again in what it means to be "Made in the USA."

In True Fashion is a junior apprenticeship program where students can participate in workshops that focus on all aspects of running a business including design, manufacturing, marketing and operations. Through the process of creating a variety of products such as handbags, clothing and jewelry, our young talent will have the opportunity to develop their work ethic and discover skills and abilities that will help build their self-esteem and consciousness of their surroundings. The personal empowerment gained from the In True Fashion experience and the appreciation for products that are made in the USA will positively effect today's youth and generations to come.

The beauty of the movement is its inspiration... the business of fashion, ironically, promoting that what is truly fashionable is what's on the inside.

In True Fashion gives today's youth hope for a brighter future.

We Need Your Help . . . If you're interested in sharing your skills and talents with **In True Fashion**, please contact us.



Contact us

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