

HBCU
STYLE.
LEGACY.
IMPACT.



PEE DEE

PDFW
FASHION WEEK

HOME
COMING
U

OFFICIAL DESIGNER *Proposal*

★ PEE DEE FASHION WEEK ★

SEASON 3: *HOMECOMING*

DESIGNER APPLICATIONS
NOW OPEN!

SHOWCASE YOUR COLLECTION AT ONE OF
THE REGION'S PREMIER FASHION EVENTS
AND BRING YOUR VISION TO THE
HOMECOMING RUNWAY.

DESIGNER REQUIREMENTS

- ◆ SHOWCASE 10-20 LOOKS
- ◆ ORIGINAL DESIGNS AND/OR CURATED COLLECTIONS ACCEPTED
- ◆ MUST PROVIDE MODELS OR COORDINATE WITH PRODUCTION TEAM
- ◆ PARTICIPATE IN SCHEDULED DESIGNER MEETINGS AND REHEARSALS
- ◆ SUBMIT DESIGNER APPLICATION AND FEES BY REGISTRATION DEADLINE

WHY PARTICIPATE?

- 👥 GAIN EXPOSURE TO FASHION ENTHUSIASTS AND INDUSTRY PROFESSIONALS
- 🤝 NETWORK WITH DESIGNERS, MODELS, PHOTOGRAPHERS, AND CREATIVES
- 🏆 SHOWCASE YOUR BRAND DURING AN HBCU-INSPIRED HOMECOMING EXPERIENCE
- 📷 RECEIVE PROFESSIONAL RUNWAY PRODUCTION AND MEDIA COVERAGE



SATURDAY
OCTOBER 24
2026



5:00 PM



EL VENUE
157 W EVANS ST.
FLORENCE, SC 29501



APPLY TODAY

DESIGNER REGISTRATION DEADLINE:

JULY 24, 2026

REPRESENT. CREATE. INSPIRE. LEAVE YOUR LEGACY.



Designers Build the Future of Fashion.



A Letter from the CEO

Dear Designers and Sponsors,

On behalf of the entire Pee Dee Fashion Week team, it is my pleasure to welcome you to PDFW Season 3: Homecoming Edition. What began as a vision to create opportunities for creatives throughout the Pee Dee Region has grown into a movement that celebrates fashion, entrepreneurship, artistry, culture, and community. Each year, we bring together talented designers, boutiques, models, photographers, business leaders, and supporters who share a passion for creativity and innovation. This year's Homecoming Edition represents more than a fashion show. It is a celebration of growth, collaboration, and the incredible talent that exists right here within our region. Inspired by the energy and tradition of HBCU Homecomings, we are creating an unforgettable experience where fashion takes center stage and local creatives are recognized for their contributions to the industry.

For designers, this platform provides an opportunity to showcase your collection before a diverse audience while gaining professional runway photography, video content, marketing exposure, and valuable industry connections. For sponsors, your partnership directly supports local fashion, entrepreneurship, and economic development while positioning your brand alongside one of the region's most anticipated fashion events.

On Saturday, October 24, 2026, we invite you to join us at El Venue in the heart of Downtown Florence, South Carolina, as we welcome more than 200 guests for an evening of fashion, entertainment, networking, and celebration. Whether you are a designer presenting your latest collection, a business investing in our vision through sponsorship, or a supporter of the arts and entrepreneurship, your participation helps us continue building opportunities for aspiring creatives throughout the Pee Dee Region and beyond. Thank you for your interest in partnering with Pee Dee Fashion Week. We are excited about the possibility of working together and look forward to welcoming you to the Homecoming experience.

With gratitude and anticipation,
DR. MICHELE LILES





Welcome

Pee Dee Fashion Week (PDFW) proudly invites designers to participate in our highly anticipated Season 3: Homecoming Edition Fashion Show.

This premier fashion event brings together designers, boutiques, models, entrepreneurs, influencers, media professionals, and fashion enthusiasts from across the region for an unforgettable celebration of fashion, creativity, and culture.





Designer Benefits

- Professional runway showcase
- Professional runway photographs
- Professional video footage
- Marketing content for portfolios and social media
- One FREE vendor table
- Product and merchandise showcase opportunities
- Direct customer engagement
- Additional brand visibility





Designer Requirements

- Complete registration:

<https://www.powr.io/form-builder/i/39257841>

- Pay \$150 Designer Fee
(Due 6/30/26)

- Submit collection information
(moodboard/vision boards by 8/1/26)

- Participate in fittings and rehearsals as
needed

- Our Model Castings are 5/30/26 and 7/25/26-
attendance is welcome but not required

- Communicate styling/model needs in
advance





Why Participate?

- Showcase creativity on a professional runway
- Expand brand awareness
- Build industry connections
- Gain professional photos and videos
- Connect with customers
- Establish relationships with models
- Grow your fashion business and portfolio





Sponsorship Opportunities

BRONZE — \$100

- Media advertising exposure
- Finale runway advertisement
- Logo on flyers and website

•SILVER — \$250

- All Bronze Benefits
- Logo on PDFW backdrop
- Complimentary VIP access





Why Sponsor PDFW?

- Increase brand awareness
- Reach new customers
- Recognition before, during, and after the event
- Support local fashion and entrepreneurship
- Demonstrate community leadership





Contact Information

CEO: Dr. Michele Liles
peedeefashionweek@gmail.com

Designer Coordinator:
Jessica Douglas | (843) 453-7523
pdfwdesignerteam@gmail.com

Sponsor Coordinator:
Shainna Williams | (843) 933-0228
pdfwsponsorship@gmail.com

