

CREATE HIM

B'HIM Men's Fashion Week LLC is a minority-led organization dedicated to expanding inclusive economic participation for Birmingham creatives, entrepreneurs, small businesses, and historically underserved communities. Through *BirmingHIM* programming, the organization creates opportunities for diverse designers, models, stylists, photographers, vendors, entrepreneurs, and creative professionals to gain exposure, build professional skills, access business resources, and participate more fully in Birmingham's economy.

B'HIM Men's Fashion Week LLC proposes the *BirmingHIM* Creative Economy & Business Readiness Initiative **CREATE HIM**, a year-round economic development program that leverages Perry Varner's established fashion and community platform to expand workforce development, entrepreneurship, small-business readiness, creative place making, and economic opportunity in Birmingham. Building upon *BirmingHIM* Men's Fashion Week (BMFW), the initiative will connect youth designers, stylists, models, photographers, event professionals, vendors, and emerging entrepreneurs with mentorship, experiential workforce development, business-readiness education, market exposure, and professional networks.

Now open to young men ages 13 and up in Birmingham, AL. We will help them take their creative concepts from imagination to presentation through our six-month creative mentoring program **CREATE HIM** that ends with them being a featured designer at *BirmingHIM Men's Fashion Week 2027*. Steps that includes:

- **Defining your niche market**
- **Create Your Business Plan**
- **Build Your Brand Identity**
- **Design Prototypes for Presentation and Retail**
- **Source Manufacturing**
- **Plan Legal Steps**
- **Launch Markets**
- **Media Training**
- **Connect with Clients + Retailers and Merchants**

If you have a young person or know a young man interested in a creative career. Please contact Designer Perry Varner about **CREATE HIM** at www.himfashionweek.com or perryvarner30@gmail.com or 205-369-4032.



www.himfashionweek.com