

# Boost your small business with the Truworths fashion incubator

Aspiring and existing fashion entrepreneurs wanting to take their business to the next level are encouraged to enter the Truworths Fashion Incubation Programme. The initiative is the result of a partnership between the South African fashion retailer and The Startup Hatchery, a virtual business incubator.



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The programme is designed to grow the careers of aspiring fashion entrepreneurs by providing crucial tools and mentorship to foster promising fashion talent and essentially assist with creating a successful, sustainable fashion business model for those taking part.

Entries are currently open and will close off on 18 June 2018.

A judging panel of industry experts will work through the various applications with the initial pre-selection process concluding in July. Thereafter 20 individuals will be chosen to proceed to the official incubation programme and will receive a hands-on virtual learning experience through online entrepreneurship training, mentorship and business support.

## How to enter

Applicants are encouraged to signup by completing the [online application form](#).

Criteria:

- Applicants must have a fashion business idea or existing fashion business operational for less than 12 months.
- Applicants must be in final year of studies or have completed their studies.
- Applicants must submit the online application form which will then be reviewed.
- Successful applicants will be notified in writing and required to attend a Pitching Event on 30 June 2018.

For more, visit: <https://www.bizcommunity.com>