

PROCLAMATION

The City of Philadelphia understands that the process of finding a new job for those who are unemployed can be a daunting and emotionally draining experience. It is important that people have the proper support to not only feel ready for a job interview but also have the inner self-assurance to express a confident appearance. When the competition for a new position is intense, every detail counts – even the clothing an applicant wears for the interview.

The Wardrobe, formerly Career Wardrobe, is a nonprofit social enterprise that uses clothing to inspire change, and is a founding member of the Alliance of Career Development Nonprofits. With the mission to eliminate clothing insecurity in the Philadelphia region, the organization outfits 5,000 people annually with whatever clothing they need, from casual to professional. Clothing is donated by the community and provided for free to people in need, and the organization is known for providing the “STAR Treatment: Styling, Time, Attention, plus a Respectful shopping experience.” Since 1995, The Wardrobe has outfitted 100,000 people with the clothing and support they need to transition to employment and independence. After people come to The Wardrobe, 95% report feeling more confident and prepared for their next step in life – whether to continue their education, transition to work, or continue their journey to independence. Approximately 200 Community Partners rely on their services to offer clothing support to their constituents. In 2021, The Wardrobe began a new initiative, “Returning Wardrobe,” for people returning from prison or whose families have been impacted by involvement with the criminal justice system.

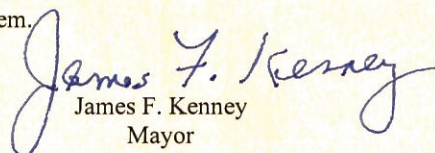
National Smart & Sexy Day is recognized annually on March 13th during *Women’s History Month*, and this year The Wardrobe will commemorate it from March 28, 2023 to March 30, 2023 with a series of events throughout the Philadelphia region to highlight the impact that clothing insecurity has on women and their families, especially those who are overcoming the stigma of being formerly incarcerated. Event attendees can expect an empowering day including refreshments, shopping for a “capsule” wardrobe, and being fitted for a new Smart & Sexy bra, all designed to boost confidence and expand their clothing options. Community Partners who specialize in women’s reentry will be on hand to provide additional resources.

THEREFORE...

I, James F. Kenney, Mayor of the City of Philadelphia, do hereby officially proclaim Tuesday, March 28, 2023 to Thursday, March 30, 2023 as

SMART & SEXY WEEK

in Philadelphia, and urge all residents to be aware that clothing is a basic need, bringing positive impacts on resilience and confidence, and to commend the efforts of The Wardrobe and the Alliance of Career Development Nonprofits to empower women in need and help them attain employment by boosting their skills, self-confidence, and self-esteem.


James F. Kenney
Mayor

Given under my hand and the seal of
the City of Philadelphia on this twenty
eighth day of March, two thousand and
twenty three

