

Six Designers Selected for 2026 Cohort of The Fashion Residency at Studio Smithfield

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Six Designers Join The Fashion Residency at Studio Smithfield for 2026 Cohort

Six emerging designers are set to join the **second cohort of The Fashion Residency at Studio Smithfield**, beginning January 2026. Spanning 18 months, the programme is backed by the **Mayor of London, Projekt**, and the **Paul Smith Foundation**, offering participants **free studio space, mentoring by industry leaders, and business planning training**.

The new cohort—**Harri, Joyce Bao, Renata Brenha, Petra Fagerstrom, Masha Popova, and Eden Tan**—was selected from over 100 applications and four rigorous shortlisting rounds. According to a press release, the designers were chosen for **“their idiosyncratic perspective, design aesthetic, vision, and intent for the programme.”**

Deputy Mayor for Culture and the Creative Industries, **Justine Simons**, who served as a juror for the residency, said the programme has been **“game-changing”** for the inaugural cohort. She added, **“Fashion is hugely important to London, for our reputation as a creative capital and as a big economic generator. Cultivating the talent of the future is central to our continued success, which is why this partnership is so vital, as we build a better London for everyone.”**

The Fashion Residency launched in 2024, with **Yaku, Paoline Russo, and Laura Pitharas** among the inaugural participants. Many from the first cohort went on to **establish e-commerce platforms, secure stockists, employ staff, or trademark their brands**, reflecting the programme's tangible impact on nurturing emerging talent.

With this new lineup, the Fashion Residency continues to **position London as a global hub for next-generation designers**, offering a platform for both creative and business growth.

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