



PROJECT RUNWAY: FASHION START UP

Wednesday at 9p ET

bravo

"Project Runway: Fashion Startup" isn't a traditional competition in the same way as its parent series. It takes a page out of the "Shark Tank" playbook in giving aspiring fashion and beauty entrepreneurs a chance to get money and mentoring from industry leaders. The hopefuls pitch their concepts to members of an expert panel who are willing to put their own time and money on the line when they hear about a concept that they believe in. To find those potential diamonds in the rough, the investors offer the entrepreneurs sage advice while also showing them tough love. The members of the panel include Birchbox co-founder Katia Beauchamp, Gwynnie Bee founder Christine Hunsicker, fashion designer Rebecca Minkoff, and Garry Wasner, a mentor for the CFI Incubator program.