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Holy Stitch! to open at 1059 Market, launching a fashion and design hub as part of Market Street Arts

With installations and infrastructure by Geary and Hyde Designs, 1059 Market will house a retail store, tailor shop, classes, workshops, and special events

SAN FRANCISCO (April 9, 2024) – **Holy Stitch! LLC**, a San Francisco-based custom jeans company and sewing school, announced its new location at **1059 Market Street**, which will hold its Grand Opening celebration on **Thursday, May 16**. With installations and infrastructure by **Geary and Hyde Designs**, Holy Stitch!’s location at [1059 Market](#) will house a retail store, tailor shop, classes, workshops, and special events. The location underscores the Mid-Market neighborhood’s role in fashion and design, with an expansive streetwear culture already existing throughout the area. As part of the transformative **Market Street Arts** initiative—a program of the Mid-Market Foundation—Holy Stitch!’s new location creates a [new hub](#) for artists, designers, and entrepreneurs along Market Street. The Grand Opening will feature clothing customization and the first official release of Holy Stitch! Merchandise to benefit its students and interns and subsidize programs.

“Jeans were invented in San Francisco, and it’s time they are made here again,” said Julian Prince Dash, Founder of Holy Stitch!. “We are able to service the local taqueria that needs aprons embroidered to the tech companies that need large internal orders. Holy Stitch!’s headquarters in Mid-Market will utilize clothing and design to connect with all members of the community. With every order and item made, youth are learning, becoming more connected to the neighborhood, and gaining a sense of ownership through mentorship. With so many prominent arts organizations and fashion businesses in the area, and the neighborhood’s

connection to the Tenderloin, Civic Center, and downtown neighborhoods, the Mid-Market neighborhood reflects the variety of businesses and individuals we serve.”

Holy Stitch! founder, **Julian Prince Dash**, has a deep personal connection to the neighborhood. Over a decade ago, he participated in Streetopia—a program that brought artists to storefronts—where he could be found sewing in storefronts at 1100 and 968 Market (now the San Francisco Proper and The LINE San Francisco, respectively). He later brought Holy Stitch! to 42 Turk Street. After popping up at 100 California as part of the Vacant to Vibrant program, Holy Stitch! is now moving to the expansive space at 1059 Market, where it will offer a one-stop-shop for all creation, education, design, and fashion needs, serving local businesses of all sizes. The new location will be the first in the City that houses every aspect of custom jeans and design under one roof, including creation, tailoring, embroidery, customization, a space for photo and video shoots, and more. Dash also hopes to include a print shop at the location.

“As Market Street Arts works to change the experience on Market Street, opening this new creative hub under Julian’s vision will lean into the neighborhood’s existing culture of streetwear and creation,” said **Steve Gibson, Executive Director of the Mid Market Foundation**. “Julian’s dedication to the neighborhood, coupled with his vision of expanding Holy Stitch! has created a unique offering at 1059 Market that cannot be found anywhere else in San Francisco.”

Dash collaborated with **Geary and Hyde Design**, led by **Ryan Montgomery**, to turn the shop at 1059 Market into a fusion of innovation, tradition, and artistic exploration. The result is an inspiring and functional space and experience for customers, employees, and participants of the Holy Stitch! Factory Fellowship. Additionally, the space will enable Holy Sitch! to expand its educational opportunities for local youth.

“We created a unique retail experience at Holy Stitch! so that when you walk in, it feels like a colorful oasis. From the huge welcome sign and fixtures to the tailor shop and custom wallpaper throughout, everything is whimsical and fun, with a touch of art nouveau,” said **Montgomery**. “Before starting Geary and Hyde Design, I worked in theater for over 25 years, and like those experiences, this partnership with Market Street Arts and Holy Stitch! is extremely collaborative, where each artist is empowered to bring their vision to life.”

ABOUT HOLY STITCH!

Holy Stitch! stands as a pioneering force in San Francisco’s Mid-Market neighborhood under the visionary leadership of its founder, Julian Prince Dash. As a serial social entrepreneur, Dash had long recognized the untapped potential of Mid-Market, so he worked to pave the way for

various initiatives, including a collaboration with the Luggage Store Gallery in 2010 and the creation of Holy Stitch! in 2006.

Dash's passion for empowering youth and fostering growth led to the establishment of the Holy Stitch! Factory Fellowship in 2023, a nonprofit organization dedicated to activating and serving the San Francisco community. Holy Stitch! is renowned for its custom garments and its commitment to helping youth secure positions at prestigious companies and universities. Through innovative solutions and a deep understanding of industry challenges, Holy Stitch! aims to transform the lives of San Francisco's youth, one stitch at a time. Over the years, Dash's dedication and foresight have been instrumental in shaping Mid-Market into the dynamic and influential sector it is today while providing the community with the resources, tools, and support needed to thrive.

ABOUT GEARY AND HYDE DESIGN:

Founded by Ryan Montgomery, Geary and Hyde Design is a San Francisco-based studio known for its unique blend of modern and traditional techniques in woodworking, painting, and design. As a Bay Area native Ryan draws inspiration from California's unparalleled beauty and its thriving art scene. The studio has contributed to numerous stage designs, street art, functional sculptures, custom signage, and more. For more information, follow Ryan and Geary and Hyde Design on Instagram [@gearyandhydedesign](https://www.instagram.com/gearyandhydedesign) or visit www.gearyandhyde.com.

ABOUT MARKET STREET ARTS

Market Street Arts represents a range of arts organizations, creative businesses, and social activity in the heart of San Francisco's Historic Theater District. The area on Market Street between 5th and Van Ness is home to five large performance venues, with a collective capacity of more than 16,000. It is where daily life meets artistic expression, from impromptu street performances to awe-inspiring theater shows. Market Street Arts highlights the area's role as a convergence of live music, theater, public art, cultural organizations, and creative entrepreneurship.

Market Street connects San Francisco to the greater Bay Area and the world. On any given night, it has served as a playground for San Francisco's cultural scene dating back to 1907. With civic public spaces and activities throughout the year, Market Street is the backdrop for a diverse array of experiences, including world-renowned Pride parades, impassioned political rallies, and social demonstrations. With an array of retailers and cultural organizations, Market Street is a vibrant hub for both budding and renowned creatives and artists, where locals and visitors will discover something new.

This program is funded by the Mid Market Foundation in partnership with the San Francisco Office of Economic and Workforce Development.



ABOUT MID MARKET FOUNDATION

The Mid Market Foundation (MMF) is a 501c3 nonprofit established in 2019 that accepts charitable donations and seeks funding to conceive, implement, and manage transformative programs.