

STYLE *Line*

Philadelphia University

Fall 2003

Fashion Supports "Key to the Cure"

By Suzie Delvecchio

On September 18, Saks Fifth Avenue threw a party kicking off their fourth annual shopping week-end, which ran from Sept. 18 to 21. The party was generously underwritten by Mercedes-Benz and included refreshments and entertainment. There was a silent auction and an opportunity to receive \$25 off a single purchase of \$100 or more. Students in fashion design programs in the Philadelphia area designed white T-shirts with a breast cancer theme

that were sold. Prices ranged from \$20 to \$55, with all proceeds going to cancer organizations that serve women. Philadelphia University fashion design students participating included Jennye Patterson, Linda Iam, Emily Scott, Deborah Marzulla and Danielle Green. Congratulations to these students, all of whom sold their T-shirts at the event. The fundraiser was a complete success and the customers loved the T-shirts designed by our students!



Fashion design student Danielle Green poses with the customer who purchased her T-shirt at "Key to the Cure."

Focus on . . . Alumni

Gianna Cosentino

By Teresa Manfredi



Gianna Cosentino, a native New Yorker, was exposed early to the world of fashion. Gianna took courses at Fashion Institute of Technology (FIT) during high school, and chose Philadelphia University because it offered her a chance to develop her style without trying to force her talent into a category. Gianna's greatest experience to date was studying abroad at London's AIU. She learned "how big and small the world is all at the same time" and would recommend the experience to anyone.

In her last semester, Gianna landed a technical

design position for *Urban Outfitters*. Her ambition and confidence, she feels, helped her advance to a knit designer for *Free People*, where her favorite aspect of the job is the ability to work from home. By allowing employees to take shopping trips for vintage clothing and access to all kinds of magazines, *Urban Outfitters'* designers find inspiration on their own. *Urban Outfitters* is the anti-corporation where there is little computer work and the designs are raw. So raw that they must notate to the manufacturer the samples are to be left as-is (unfinished edges, etc).

Ultimately, Gianna would like to design more conceptually rather than mass market. She values the aesthetic element of design over passing trends and would like to one day own a "concept boutique," where she would like to support students by selling their work along with high-end consignment and her own customized designs. She is constantly seeking knowledge and says, "If I ever felt I wasn't learning, I wouldn't be happy."



It's hard to believe the year is almost half over. In my second year here,

Danielle Swain

I have learned more than I ever dreamed. Philadelphia University's fashion community is composed of the most creative, intelligent, and original people I have ever met. (Also, the most stylish!)

Styleline's goal is to involve the entire University community and beyond, and this issue does not disappoint. From reporting on the latest trends, beauty tips, and accessories, to successful alumni and fashion photographers, there is something to spark everyone's interest. Fashion is always in motion, always focusing on the future, and at *Styleline*, we're on it.

As editor, I would like to extend my thanks to all the contributors and the advisors, Clara Prezio-Henry, Doreen Burdalski, and Freddi Ford, for making this a great issue. I couldn't do my job without all of you.

The future holds many great things for *Styleline* and the fashion community. In January, there will be the always glamorous and bizarre "Design X Show." And don't forget the biggest event of the year, the annual spring fashion show at the Academy of Music on Monday, April 26 at 8 p.m. As you enjoy this issue, join us as we anticipate an exciting future.

Happy Holidays!


Danielle Swain

Focus on . . . Textiles

Textile Trade Show Report By Stephanie Samsel

The International Fashion Fabric Exhibition is the largest textile and trim trade show in North America. Over 5,000 buyers, designers, and product development managers from over 50 countries around the world find new resources from more than 400 domestic and international suppliers. The Exhibition was held on October 14-16, 2003, at the Jacob Javits Center in New York City.

This is the place to find new resources in fabric, trim, leather/suede; new design technology; as well as fashion publications and trend services. "Fashion designers and buyers don't have to fly abroad to source product when we bring the world to them under one roof," said Amy Bonomi, show director for this event.

The acclaimed American Trend and Color Committee forecast was featured at the International Fashion Fabric Exhibition. This committee is a group of over 20 industry experts from the international marketplace that kick off the three-day event by presenting their top picks for the season. Industry participants then attend a presentation cover-

ing colors, textures, fabrics, silhouettes, and general lifestyle trends that are expected to dominate the upcoming season. The rest of the show features several speakers offering different perspectives on trends. The committee's exclusive report on trend and color predictions is brought to life on the show floor. The American Trend and Color Committee creates the color card, which introduces six palettes of 48 colors specifically targeted to the American market.

Some of the most popular and well-known companies at the exhibition include Alexander Henry, Michael Miller Fabrics, Alan Litman, Impala Industries International, and Junior Hagen Ltd.

Alexander Henry of Burbank, Calif., created hit-making black and white graphic prints and updated flower-power prints. New York-based Michael Miller Fabrics introduced a new collection of vintage retro children's patterns. Alan Litman, an England-based business, showed a variety of stretch fabrics for eveningwear and sportswear, as well as some beautiful embroideries for the bridal industry. Impala Industries International of Los Angeles, who is one the largest in-stock wholesalers of stretch fabrics in the U.S., introduced

a line of intricate and exotic knits from Brazil, available at lower prices. Lastly, Junior Hagen Ltd from London, which designs for the young fashion market, introduced some of the most eye-catching floral motifs, including demin flowers with mink pompoms, and leather and suede flowers with rhinestones, sequins, and croch.

Exhibitors at the International Fashion Fabric Exhibition offered several new and exciting twists to natural fabrics, while creating new looks each season. Corduroy is predicted to do well this fall. The International Fashion Fabric Exhibition is produced by Advanstar Communications, Inc., a worldwide business information company serving specialized markets with high-quality information resources and market solutions. If a company needs to become known in the U.S. and other places around the world, the International Fashion Fabric Exhibition is the place to be. This exhibition offers the highest quality color and trend information to professionals for the season and to everyday shoppers about what is new and popular on the market.

Focus on . . . Color

By Andrea Raspanti

Designers are begging you to play with them in the garden, beach, and resort spas of Capri. Their nature-inspired collections are bound to spice up your wardrobe. The bold spring palette is feminine, passionate, rejuvenating, and definitely not for the wallflower, according to the Pantone Fashion Color Report.

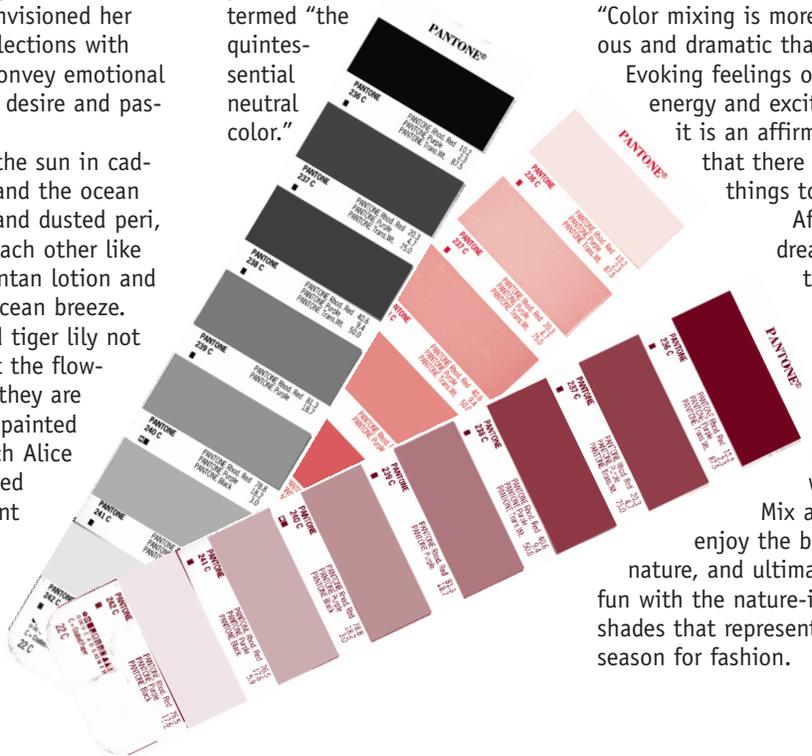
After an economically unstable year for America filled with military involvement overseas, designers seem to be seeking relief here in the holistic colors of nature.

Bold fandango, sexy cayenne, and romantic peach-skin pinks are said to be the "new black" for the season. Leaf green, ranked by WWD as the color most seen in designer

collections, evokes the spirit of the woods and fresh-cut grass of spring and summer. Tracy Reese envisioned her Spring '04 collections with colors that "convey emotional impact, fierce desire and passion."

Colors of the sun in cadmium yellow and the ocean in vista blue and dusted peri, complement each other like a bottle of suntan lotion and a refreshing ocean breeze. Lavendula and tiger lily not only represent the flowers for which they are named, but a painted desert in which Alice Roi was inspired to choose burnt orange/ cadmium yellow as her signature color for the season.

These bold shades of spring look great with a dusty green plaza taupe that has been termed "the quintessential neutral color."



According to Leatrice Eiseman, executive director at the Pantone Color Institute, "Color mixing is more obvious and dramatic than ever.

Evoking feelings of freedom, energy and excitement, it is an affirmation

that there are better things to come."

After a dreary winter, the bold colors

of spring are bound to brighten up any wardrobe.

Mix and match, enjoy the beauty of nature, and ultimately have fun with the nature-inspired shades that represent a new season for fashion.

Focus on . . . Photography

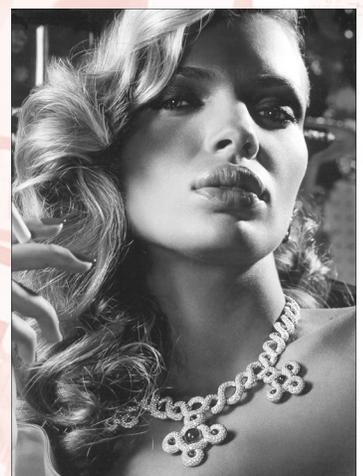
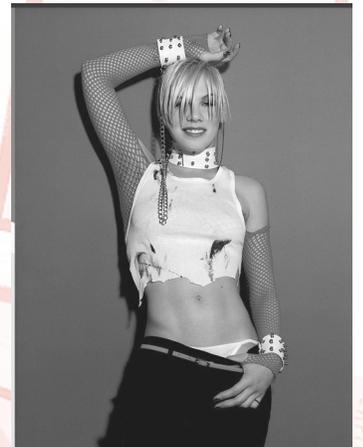
Looking Through the Lens: {Dah-Len}

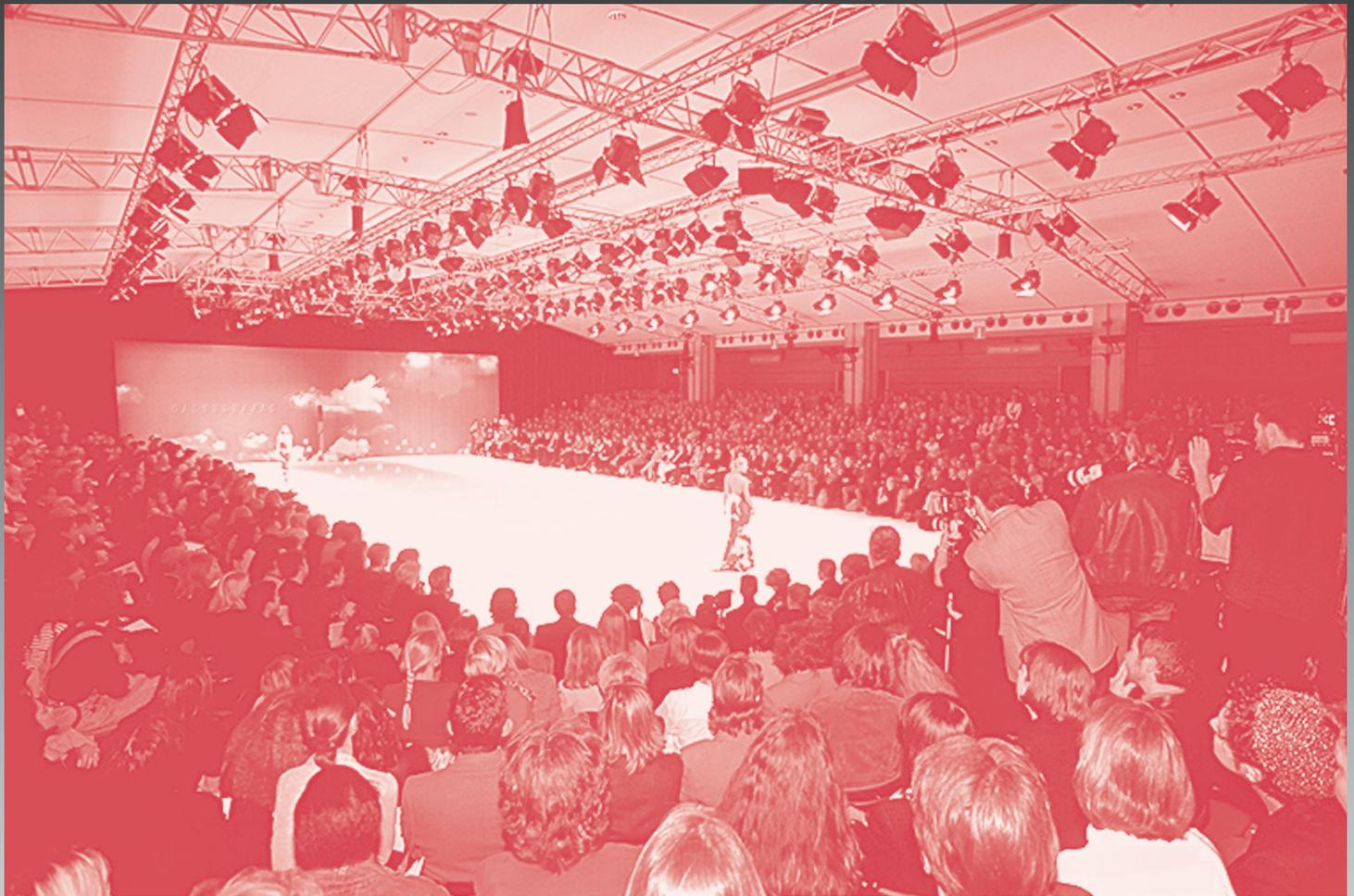
By Danielle Swain

In the world of fashion photography, the goal is to break new ground and create something unique and original. Dah-Len has done just that with his mix of offbeat settings, bold glamour, and sassy attitude.

Dah-Len was born in Taipei, Taiwan, and studied architecture at the University of California. It was not until he moved to New York that he started his photo career, and now he's one of fashion's A-List photographers. His work is frequently featured in many popular magazines such as *Allure*, *Esquire*, *Flaunt*, *People*, *Spoon*, *Vibe*, and *W*.

His organized, staged pictures accentuate not only the clothes, but the wearer as well. Many celebrities, such as singers Tori Amos and Pink, and models Naomi Campbell and Esther Cañadas, have never looked better as when photographed by Dah-Len. He has also photographed Madonna frequently for magazines as well as for some of her most popular albums, including "American Pie" and "Ray of Light." Dah-Len's work can also be seen in ad campaigns for Sean-John and DKNY. For more information on Dah-Len's work, visit www.dah-len.com.





Rockin' the Catwalk!

By Kristie Weir

The newest styles on the catwalk are singing a different tune! Rock stars, pop stars and especially rappers, are launching their own fashion lines. Everyone from Sean "P-Diddy" Combs to Gwen Stefanie of *No Doubt*, is trying to get a slice of the fashion pie. Most artists are teaming with designers to create a line that represents their personal style. Eminem inspired his new line called "Shady Limited," which introduces urban fashion with no restrictions and plenty of attitude. Just a few steps behind Eminem, as usual, is rapper 50 Cent. He has partnered with

established designer Marc Ecko to debut a line called G-unit Clothing. To go along with the "50 Cent" theme, the urban-styled clothing will all have a price point that ends with 50 cents. Another urban line inspired by rappers includes Rocawear. Roc-A-Fella Records, Jay Z and Damon Dash have joined together to create this freestyle line of clean, crisp and simplicity-focused classics. Of course, we can't forget Sean "P-Diddy" Combs, one of the first and most successful rappers to cross over into the fashion world. His line hit the catwalk almost three years ago and has been fly-

ing off the shelves ever since. The flamboyant bad boy-style features "Sean John" signature T-shirts, jeans, sweaters, outerwear, shorts, and sweats for men. In comparison to P-Diddy's signature line, one of the latest rappers to break into fashion, Eve, has decided that her name will appear just as an abstract image in her line. Instead, she's focused on the style her line "Fetish" reveals. It's different, new and not what everybody has. "Fetish" spices up plain baby tees with netting and bright colors to create a sexy, but still sophisticated line. Jennifer Lopez has taken a

different route than most with the line she inspired called J-lo, which is known for velour jumpsuits and comparatively low prices. Last, but definitely not least, Gwen Stefanie has finally made her funky, one-of-a-kind style available to us all. After the success of her bag line, LeSportsac, she decided to design clothes. Her line, L.A.M.B., has a rock-steady, reggae vibe that is driven, like Gwen, by glamorous details. The line is set to hit stores in the winter of 2004. Be sure to also keep an eye out for Beyonce, who is likely to jump into fashion any day now. For sure, her competition will be fierce. Still, teaming fashion and music is a winning move.

Focus on . . . Fabric

Spring's Flings

By Cindy Levengood

Spring 2004 is stuffed full of various textiles. No matter what the objective is for apparel design, textiles play a key role. Textiles forecasted for Spring '04 decide the nature of the upcoming styles; — comfortable or extreme.

Cotton drenches the manufacturing of an array of styles, and makes up 95 percent of fabrics used. It is soft, durable, breathable, and a hit for Spring '04 textiles. Much of the time, cotton is in its pure state, but it is also often blended with other textiles. A popular combination for spring will be cotton and wool; the fabric mixture yields a casual, yet exclusive look.

Since supple clothing styles will be in, fabrics are often treated to enhance their flexibility. Enzyme treatments give different looks to textiles, as does micro-sanding. Ironing is neglected as clothing is washed several times to create a supple look. Often these treatments are performed in order to break the clothing in or make it more comfortable. These treatments often generate an intentional "incomplete" look of the fabric.

The opposite of intricate creation in textiles will also prevail. As the focus shifts to a theme of nature, intended imperfections will be promi-

nent in fabrics. Knitwear and silks will be of irregular structure, and wool will have subtle characteristics.

As far as extreme styles go for Spring '04, things aren't what they seem; in other words, clothing that looks to be of simple construction turns out to be more involved. Twist cottons are used in surrounding square and diagonal weaves to entertain the eye. Silk will be popular in an intricately woven ornamentation. Linens will consist of production with fine yarns.

A flashy look is created in these future textiles. Textiles will capture, light, and reflect it. Fabrics will be lacquered, lustrous, and shiny. The sheen of satins will vary; the luster of wool is agile, while the luster of silk is elegant. Manufacturers show off this concept of shine with matte-shiny decorations, tone-on-tone mini-patterns, and micro-fancy weaves.

The hottest textiles for Spring '04 are now at the fingertips of consumers. There will be many different concepts integrated into common textiles to create popular styles to satisfy just about anyone.

Focus on . . . Hair

By Brittany Blumer

Searching for a fresh, new look for spring? Turn to the experts and style magazines for the newest trends to make a dramatic transformation. Long is still in, but chunky, exaggerated layers are taken to a new level. One of the hottest trends is hair that is deliberately undone and messy. With the ebb of the stick-straight look, rumpled waves are making an entrance. Throw out those straightening irons! Style.com trend report shows cropped and curly at Giorgio Armani's fashion show. Raymond McLaren, a stylist with Bumble and bumble in New York City explains, "It's got less structure and more movement, which makes it a much sexier look that's perfect for spring." Blow dry hair upside down for more volume ... apply product at the root for best results. Although the volume is back, stay clear of frizz and static by keeping hair smooth and sleek with products such as *Bed Head's After Party* smoothing cream. Focus on texture and body, eliminating flat, boring hair. Get pumped up with curls and Veronica Lake's sexy finger waves, which are making an incredible comeback. According to Rita Hazan and Louise O'Conner of the Hot Adir Salon in Manhattan, "The looks vary from structured ringlets to wild, unstructured curls." For women who want to get a little wicked, work curl rejuvenator through damp hair, and scrunch while blow

drying with a diffuser attachment. Hairstylist Patty Learner of Stars di Prinzi suggests, "Hair is now being matched with fashion apparel." Very smooth, slick French twists and barrel rolls are the key hairstyles for a business suit. If you are looking for quick and easy styles, silky ponytails and up do's are what will give a sophisticated appearance. So, gather it up, and be on your way. As for color, bold expressions are appearing.

Subtle, natural browns with thin golden highlights are used to brighten up the face. Along with the latest cuts for fullness, side swept bangs are taking the center stage with excitement and a daring new attitude. Piecing hair at the ends for a separated look using *Bed Head's Hard To Get Texturizing Paste* is the trick to finishing it off. Jennifer Laing from Style.com describes simple and easy steps on how to get the look of the rumpled hair:

- Towel-dry wet hair until damp
- Spray style lotion evenly throughout hair
- Twist hair in half-inch sections and set by pinning to scalp
- Air dry, or blow dry on low heat
- To add curls when completely taken out, use curling iron (do not touch root ... this gives a casual, wind-tossed effect)

YOUR PORTFOLIO — IMAGE IS EVERYTHING

By Lisa Tartaglio

College is the time of life when everything

counts as a step in a building a career. Potential employers want to see results. In corporate America today, expectations are high. To get hired, one must prove that he or she can handle the job. To meet – and exceed – an employer's expectations requires diligent preparation.

For fashion majors, whether business, design, or management, it is imperative to keep samples of successful projects and positive experiences in an organized system. Now is not the time to be modest about accomplishments, documents, or creative works!

The best way to organize this work is to create a portfolio. Most people think of writing or art when they hear the word "portfolio." In reality, a portfolio is any collection that highlights accomplishments. It can be put together in a variety of formats, providing an additional opportunity to show off packaging and presentation skills as the contents of the portfolio itself are introduced. Today's businesses prefer "modules" in their projects and presentations; therefore, if you were to present a "module" of your achievements at an interview, you

would make an instant and lasting impression on that company. As Bette Tilch, Fashion Stylist from Los Angeles says, "Whatever is chosen, it needs to look classy and professional. Image is everything in this biz."

For business majors, including a written objective explaining different internship experiences or community and club involvement is a good idea.



Fashion majors and design majors may want to put together a photo album or sketchbook of their drawings/designs. Fashion/apparel and textile majors can demonstrate proficiency through written descriptions even when no sketches are involved.

As of October 2003 Philadelphia University students will be able to take advantage of the Career Services Department's new *Professional Development Journal* to help them prepare a dynamic portfolio. This tool will help with constructing a resume

and preparing for job interviews. Key components of this process are: to write your resume, to begin interviewing, and to succeed in your professional career.

This template will help students to track their current accomplishments and package them in a way that will mean something to a prospective employer. It is important to start this running list now for such items as:

- Leadership, Organization Membership and Activities (Roles)
- Awards/Acknowledgment/Scholarships
- Workshops
- Career Development Opportunities
- References

Consider what a valuable step this will be in helping you to determine and communicate your skill set to the corporate world. This is professional expression of creativity, so enjoy the process – but do remember to jot it down! An outstanding portfolio is the best marketing tool available.

As Robert H. Schuller said, "Spectacular achievement is always preceded by spectacular preparation."

Prepare your portfolio for presentation at "Design Expo" on March 25 from 3 to 5 p.m. on the second floor of the Gutman Library. Questions regarding the Expo can be directed to Career Services at x2930.

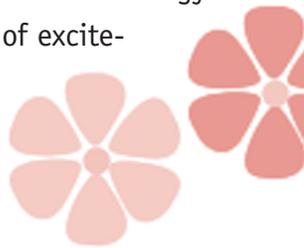
Focus on . . . It's a Bold Spring Beauty

By Jennifer Nocera



With the resurgence of '80s fashion this spring, makeup colors have become bold and saturated.

Using colors found in nature, makeup artist Shu Uemura is calling his new limited edition Mode Makeup Collection for spring "Paradis." Colors for eyes and lips mimic the colors found in the tropics. Lotus flowers, hibiscus, ginger, and orchids all contributed to this new color palette. Daring shades of pink, orange, and yellow reflect the energy of the sun and evoke a sense of excitement. As an alternative to white, soft shades of pink and cream provide a balance to the bright shades of the tropics. To wear this new trend, keep eyes subtle by applying a light pink shadow



and then two coats of colored mascara in turquoise or purple. Cheeks can be contoured using a bright pink in a shade

that complements your skin tone.

Make lips stand out

by applying a

bright-colored gloss.

This is one season where the brighter the better.



Focus on . . . Business

By Sarah Shomaker and Kimberly McAvoy



What company reaches 85 million homes through television and/or the internet? If you guessed QVC, you would be correct. Turn on your TV or hop online anytime and you'll be able to purchase items from watches to power tools. You are probably wondering what QVC really is, what is the business, and how does Philadelphia University have such a strong connection to this company? Read on and discover.

QVC is one big virtual shopping mall that you can watch 24/7 without ever leaving your home (or dorm). The company was started in 1986 by Joseph Segel and very quickly became the number one televised shopping service in the United States and the world's unrivaled electronic retailer. QVC now has several "Studio Parks" such as in foreign countries, reaching millions daily. The United Kingdom, Republic of Ireland, Germany, and Japan that reach millions daily. QVC sells name brands like Sony and they have twelve in-house labels. QVC's buyers launch over 200 new products a week!

Recently, we spent a day at QVC Studio Park in West Chester Pa., with the Quality

Assurance Apparel Group. This group boasts 90 percent alums of Phila U and that is only a small portion of QVC! Responsibility for this group include checking all apparel for correct specs, good fit, and quality, to name a few. We first met with Ken Kraft, who was wonderful and really introduced us to each designer and gave us a great overview of the company. Next, we met with Audrey Lowe, a senior FD major at PhilaU, who has been an intern with the group since January 2003. She told us her job "gives you a lot of experience; you get to know the in and outs of things even if you are not involved; it's fun; and you really can relate work experience to the school experience."

We ended up talking to several technical designers, with each one giving us different insight into the business from all aspects.

If anyone would like information on internships, please contact Career Services or Kellie Barr at kelliebarr@qvc.com. She is the manager of the Softgoods Quality Assurance Group and can give you information on joining the team.

Fall 2003

A publication written by Philadelphia University Fashion Design, Fashion Merchandising and Fashion Industry Management students for fellow students, faculty, staff, alumni and friends of the University.

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Events Coming Up in 2004

Every Tuesday, 11 a.m., Fashion Industries Association (FIA) meeting Room 109, Hayward Hall. New members welcome!

January

27 Design X Fashion Show

February

3 Forecasting Trends Seminar with Cinzia Black,
The Tuttleman Center Auditorium, 11 a.m. to 1 p.m.

March

16 Libby Haines Hyman Memorial Scholarship
16 Fashion Group International
Education Foundation Scholarship
23 CFDA Scholarship

April

TBA Coates Brothers Design Competition
26 FIA Annual Fashion Show, Academy of Music

May

TBA WGSN Generation Now

Details of competitions and special events subject to change. For updated information, All students, please check your email for updates.

Fashion Design students: Visit department website, www.PhilaU.edu/FDsecure for the latest news.



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