

STYLELINE

PHILADELPHIA UNIVERSITY

FALL / WINTER 2011

"MR. HILFIGER,
it's so nice to meet you."

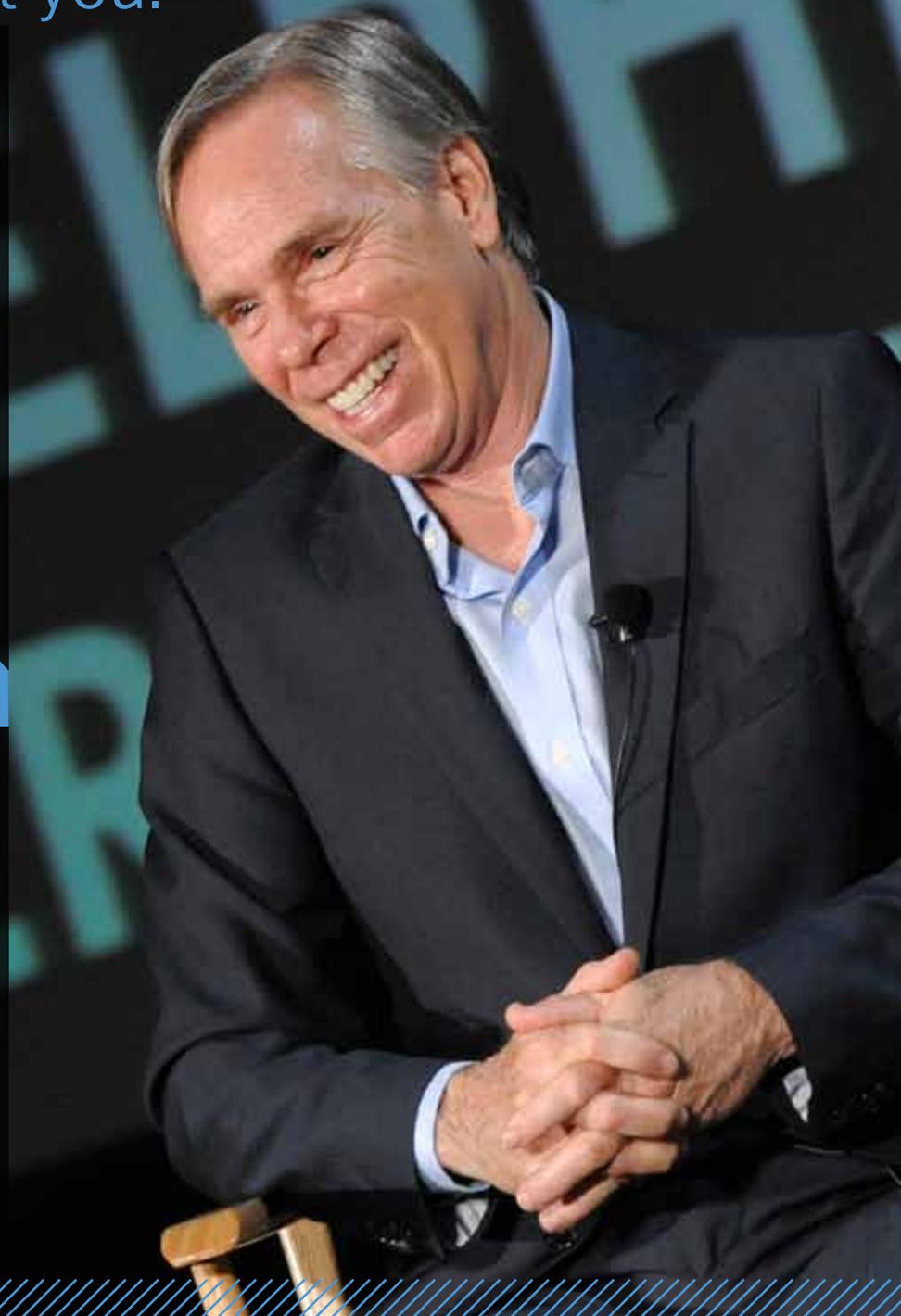
ROBYN ALT

After being awarded Philadelphia University's 2011 Spirit of Design Award, Tommy Hilfiger showed his appreciation by making an all-day appearance on campus on Tuesday, Oct. 11. Naturally, I was thrilled when I heard the news and was looking forward to sitting in on his informal Q&A session led by FIA President Casey Lamke. That excitement quickly turned to pure joy when I was given the opportunity to hold a one-on-one interview with Hilfiger himself.

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TO SPRING 2012:
Spring Trends



"Mr. Hilfiger, it's so nice to meet you."

ROBYN ALT

(Continued from front)

In a small classroom in The Gallagher Athletic Center, Hilfiger and I chatted for nearly 25 minutes about everything from his start to his future, sparing few details in between. Seated in two director's chairs, accompanied by a professional camera and lighting crew, I took a deep breath and asked the natural first question: "How did you first become interested in the fashion industry?" To my surprise, Hilfiger explained that in fact it was not the fashion industry that drew him in, but rather the music industry. "I was very attracted to music," he said, "I wanted to play in a band or become a rock star." Drawing style inspiration from iconic musicians such as The Beatles, Jimi Hendrix, The Rolling Stones and The Doors, as a high school student, Hilfiger made his first mark on fashion by wearing the trendiest bell-bottom jeans. After opening a small but successful clothing boutique in Elmira, NY, it dawned on him; he wanted to design the clothes. The Tommy Hilfiger brand was born officially in 1984.

What moved and inspired me the most was Hilfiger's determination and humility. His career was certainly not an instant success, far from it actually. He overcame some of the toughest obstacles such as bankruptcy and termination from one of his first full-time jobs as a fashion designer. Despite the ups and downs of his career, Hilfiger boiled success down to one thing. "You have to have drive and passion. If you love



the business, and you want to create a product or do the marketing, selling, production or merchandising, you really have to love it."

His one regret? "Well, I never went to college," he said, "And many times I go back and regret not having a college education. [Having a college education] would have saved me a lot of time and effort. I made a lot of mistakes along the way." Admitting that many doors were closed to him because of his lack of formal education, Hilfiger stresses the importance of learning the trade appropriately at a university or some sort of design school. "So, if I were to go back and do it again, I might go to Philadelphia University," he said.

As our time was running out, I asked him what I thought to be the most important question of all "If you could leave our students with one piece of advice to be successful in the industry, what would it be?" Without hesitation he answered "Never give up."

The Perfect Fit

BONNIE CATTS



charliesjeans.net

With no line out front of the store or bright lights leading to the doors, I was unprepared for the long search for the perfect pair of jeans to end at Charlie's Jeans on 233 Market Street or 1735 Chestnut Street.

The store layout was inviting and immediately complemented by a friendly greeting. After a quick question about what wash and cut I was looking for, I already had a pair of jeans waiting in the fitting room to be tried on. When I asked the attendant how she knew my size, she smiled and said, "Practice."

This is the skill and expertise passed on by owner Sebastian Charles Porter McCall, who has been fitting people into jeans since 1997. With one of the largest selections of denim in the nation, Charlie's Jeans offers mainly American-made

products for men and women, ranging from mainstream brands like Citizens, Seven and Hudson, to other premium labels such as J Brand, Anlo and Rich & Skinny. The store also carries the owner's personal line, which was launched last year and focuses on consistent shape, size and pocket placement throughout all models offered.

Fashion jeans are offered in a variety of styles, but all cuts and multiple washes are available at any time. With prices ranging from roughly \$160-190, sales go fast to e-mail subscribers, Facebook fans and Twitter followers. Beyond great customer service, one-on-one fitting sessions and speedy alterations provide the ultimate shopping experience. Charlie's Jeans leaves you feeling like you just took home a custom pair of jeans regardless of body type.

Alumni Shannan Carlino '08:

Under Armour

EMILY WOOTTEN

Many students hope to land their dream job after graduation, and Shannan Carlino '08 did just that by accepting an assistant design position at Under Armour's headquarters in Baltimore. After only two years, she received her first promotion to designer and has credited Philadelphia University for much of her success.

"The programs here set you up to succeed and the expectation of greatness prepares you for a real life job experience," Carlino said.

Internships while in school are becoming more important as competition for jobs becomes fierce. As a student, Carlino had three internships including Puma, Boathouse Sports and one with a small boutique.

"It barely gives you a leg up anymore," Carlino said. "It just puts you on a level playing field." She also mentioned that while you can't learn a career's worth of knowledge in four years, experience and industry knowledge will make students stand out when applying to jobs after graduation.

Carlino always wanted to work in sportswear, and she incorporated it into all of her collections. Her portfolio got the attention of Under Armour when a friend passed along pictures of her senior collection entitled "Basketball Meets the Runway." The garments were created out of a variety of jerseys. After seeing the images, Under Armour granted her an interview.

"Every day brings the unexpected," Carlino said.

As a designer for Under Armour the only thing Carlino says is routine is checking e-mails. Her tasks range from development to design to creating tech packs. She loves Under Armour's youthful atmosphere. Founded in 1996, Under Armour is a young company, in years and in the age of its employees. The corporation is growing and developing at a rapid pace, which makes it appealing for young professionals to join.

Carlino's favorite part is the gratification of seeing her designs on the field. "I have seen some of the best athletes in the world in my designs," she said. She has created the Welsh rugby team's uniforms as well as University of Maryland's field hockey uniforms and Boston College's women's lacrosse uniforms.

She has her dream job and is doing everything she wanted to do when she attended Philadelphia University.

"Don't limit yourself, especially by location, and go to as many interviews as you can, including ones that you don't care about, because they will give you interview experience," she said.

She also explained that you have to remember that during an interview you are also interviewing the company.

"The job you take will most likely put you with a group of people that you will be spending every day with for a few years, at least," she said. "If it isn't a good fit, you will know."



Fast Forward to Spring 2012: Spring Trends

KIM HASKELL

Daylight is getting shorter, the temperature is dropping, and everywhere you look you see chunky sweaters and boots. Before you get too depressed about all the snow, just remember that spring is right around the corner. And with it comes fun new colors, prints and styles. If you want to be a fashionista, it's important to stay ahead of the crowd and learn all about the upcoming trends for the spring 2012 season.

Perhaps the popularity of shows like "Mad Men" inspired designers for spring 2012. According to *Women's Wear Daily*, the biggest trend seen at runway shows is a retro 60's vibe with a modern take on the elegant and polished look of that time. Designers from Dolce and Gabbana to Prada embraced this style, giving the structured silhouette a fun, updated look with pale pastels and bright florals.

Other popular trends at the shows included asymmetrical cuts, lots of draping, pleating and the use of lace and other vintage materials. Chloe's runway show featured many flowy dresses and shirts in light materials for a more feminine look, which was also a popular trend in designer runway shows for spring 2012.

The trends from the designers focus on a fun new take on the 60's that is wearable for everyone. So whether you like bold floral prints or flowy light tops, there's something for everyone.



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Fall/Winter Color Trends

CORAL HEFFRON NEUHOLD



www.pantone.com

For more than 17 years, Pantone has been the "global authority of color." The palette it presented for the fall/winter 2011 season continues to show Pantone's expertise as it is reflected in most designer's fall lines.

One would expect the palette of the season to depend on deep, rich colors, but this season conveys the autumnal feeling without forgetting the neutrals. By incorporating "bright bamboo" and "phlox," Pantone's colors slowly drift away from the intense hues of summer. "Coffee liqueur" is a new alternative to black, which has been, still is and always will be present. "Honeysuckle," as the official color of the year, acts as a pop of color among the more muted tones.

Different designers show these colors in different ways this season. Versace's line demonstrates how phlox and "bamboo" can pop against dark fabric. Prada takes a similar approach with the phlox and bamboo, but adds "emberglow". The effect is classic and crisp for the cool air. Designer Valentino shows a completely different aesthetic, the long dresses are neutral, showcasing "nougat" and "orchid hush" with soft infusions of honeysuckle and emberglow.

These colors have succeeded in bridging the gap between bright summer and clean, crisp winter styles. They play with the familiar feelings of warmth while bringing in new subtle tones of orchid hush grey and "quarry."

Winter Trends

JASMINE TAYLOR

As temperatures drop, it gets harder to find clothes that keep you warm and still look presentable. Luckily, this year's winter trends are easy to put together and pair with other clothes in your closet, and will still keep you from freezing.

Chanel proved in their fall/winter 2011 collection that heavier fabrics, like tweed and wool, are always a winter classic as long as they stay in neutral colors. Chunky knit sweaters are also great for contrasting shapes, which is recommended to avoid looking frumpy, by pairing with streamlined skirts or pants.

Another winter trend is big, hefty boots. Many recent runways, like Christian Dior's, included statement boots. The flat-soled boots were wider, have a platform heel and laced up the front. As well as the trend to wear tights with boots and heels, high socks are also appearing more and are a good way to add some boldness to an outfit.

Vivienne Westwood played with different patterns and textures on the runway, but be sure to have at least one matching color or stay in the neutrals to avoid looking too 1980's.

As for makeup, the general idea is to keep it natural. Nude lips and shimmery, but neutral, eye shadow are easy to pull off and are always pretty. Over-plucked eyebrows are a thing of the past. Lastly, use a light, cream blush to liven up tired skin. With these trends in mind, we can all stay cozy and cute this winter.



www.gqindia.com

Designed to Sell

KRISTIN MELENDEZ



www.cbsnews.com

Everybody loves a brand name. It's how we define our sense of style. Everything from the stores where we like to shop to the brands we like to buy, even the name on a tag can instantly make a garment seem more appealing.

One of the best examples of this is designers who create a line for another company, for example, Simply Vera by Vera Wang for Kohl's, or Zac Posen for Target. This helps designers spread

their designs and ideas to a wider audience. With Zac Posen's line for Target, shoppers were able to get a personal taste of Zac Posen's style instead of seeing his clothes and accessories only on the runway.

More recently, Missoni designed an enormously successful line for Target that was so popular, the day it debuted, it crashed Target's website. According to CBSnews.com, customers were so excited for this new line that the stores ran out of most of their stock within a few hours. One unfortunate downfall of a designer creating a less expensive line is that they may have to sacrifice their normal standard of quality. Instead of using silks and satins, it is more common that designers use cottons and polyesters. Despite the difference, diffusion lines allow fashion savvy customers to own a little piece of luxury, even if it is only from Target.



www.elle.com

Winter Accessory Trends

CHRISTINA FALCONE

Whoever said you can't look glamorous and keep warm was surely mistaken — especially when looking at some fabulous, fur-covered accessories. According to *Elle* magazine, designers have been adding fur to a number of their accessories this season, making them even more luxurious. Designers have been using fur on everything from shoes to handbags and even on hats. Look like you walked off the runway of Burberry Prorsum by adding a fur hat to your outfit, or become inspired by Christian Dior and carry a fur handbag. With fur accessories, not only will you keep warm this winter but you will look fabulous.

If you are looking for something edgier than fur this winter, snakeskin accessories are in. Harper's *Bazaar* recommends wearing these exotic skins in lush colors. Exotic printed accessories in bright, beautiful colors were all over the fall runways. Frida Giannini, creative director at Gucci, created gorgeous python bags and shoes in green, yellow

and red. Miuccia Prada used colored snakeskin on boots and clutches. Snakeskin accessories will add an exotic pop to your winter outfit. These exotic skins will give your wardrobe the wild, colorful twist you will need to brighten up cold winter days.

One of the most chic shoes for winter are high-heeled loafers. According to Harper's *Bazaar*, designers have reinvented the shoe to make it winter's "must-have" look. A high-heeled loafer is polished and classic. At Marc by Marc Jacobs, the loafer was done in red and black with tassels. The high-heeled loafer is a fashionable classic, perfect for this season.

Winter's accessory trends will be the perfect additions to your winter wardrobe whether it is fun fur, exotic prints or a sophisticated loafer.



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Runway to Reality

HAYLEY LIND



www.style.com



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Say goodbye to boring neutrals and all-black ensembles — this winter is all about mixing things up. From prints to embellishments to eye-popping colors, there is something for everyone in these three runway looks. Most of us do not have the money for a designer outfit, but don't worry — there are ways to incorporate these trends into your wardrobe without breaking the bank.

One of the freshest looks is from Dolce and Gabbana. A surprisingly wearable option, this outfit features a star-printed long sleeve blouse, a Napoleonic-inspired skirt adorned with jewels, and black oxfords to compliment the dark-prep vibe of the look. The affordable version consists of a strikingly similar blouse, a cream-colored and rhinestone-encrusted skirt, and wingtip oxfords. Ever since Dolce and Gabbana introduced stars in their collection, the fun print has popped up in many fast-fashion retailers in the United States and Europe — hence the wallet-friendly blouse from Zara. If you look at all the intricate detail in the designer skirt, you can see swirls that look like they are embossed into the fabric, along with expensive-looking jewels. In the ModCloth alternative, there are just several lines of rhinestones across the front outlined with beads, meaning a much lower price point. Lastly, oxfords continue to be a leading shoe trend this season, and an option from Journeys has wingtip details, while the designer shoes are more basic.

The Versace style is yet another unique wardrobe addition for this winter. With its distinct asymmetrical cut and baroque print, this is the ideal dress for wild party girls to get noticed. Not to mention, with those killer heels, it is impossible not to have a good time. The adorable version from Asos, although lacking the print, closely resembles the designer dress, but without the steep price tag. It incorporates another hot trend for winter — color-blocking. The blue booties from Anfu shoes show off some personality and add edge to the look. Unlike their runway renegades, they will keep your toes warm this winter.

Last, but not least, is a flirty-feminine ensemble from Alice + Olivia. This look evokes an upper-east-side princess feel à la "Gossip Girl's" Blair Waldorf. The jacket is made out of real rabbit fur, justifying its sky-high ticket price. The option from Topshop is made out of faux fur, and is about one seventh of the cost. The designer dress features hand-sewn embellishments that probably took hours to make. The Modcloth alternative is only made out of satin and chiffon, containing embroidered flowers that could easily be made by a machine. Finally, the Asos ankle strap shoes do not have a flower, like the runway versions, but are pretty close aesthetically.

Whichever is your favorite look—luxe-grunge, the party girl, or the pretty and polished—there is fashion style, so you can look like a million bucks without having to spend it.

Bold Faces

ALYSSA MAIALE



www.vogue.co.uk

Every year we crave the beauty trends of autumn and winter, because we know style is not just about clothing. With the cold weather comes boldness, and this year is no different.

Nude makeup never ceases to exit the runway, but this style has recently been altered. *Vogue* covered Fashion Week in Paris and noticed model lips in every color of the rainbow. With no restrictions, this is the perfect chance to experiment, mix colors and play with the textures of your gloss and lipsticks.

Bright, crimson colors have also appeared on eyes. Red and orange shades strutted up and down the catwalk on Prada and Donna Karan model's eyelids. Although these acidic paints may be

extreme, dimmed and softened tones could be applied for daily adventures.

If these colors are a little too courageous, neutral browns and grays have also made a comeback. These blends go with virtually any outfit and also leave room for a little deviance with the lips. A bright color could complement the soft shades, or you could follow a leading fashion company. Burberry has paired this style with nude lips, cycling back to the beginning trends of the season.

Winter's trends are anything but ordinary. It is all about risk this time around. Trade in the shy pastels for bold, daring colors to make a statement in the blustery weather.

De-Stress Your Skin

CHRISTINA LAURIA

Caffeine overload, too many free drinks and no sleep are all symptoms of a successful Fashion Week, according to FashionIndie.com. Sounds a little like finals week, so college students should take note. After a week of hard work and all-nighters, tired and dehydrated skin deserves some serious attention. The five beauty rituals to help recover from New York Fashion Week: renew, detoxify, moisturize, de-puff eyes and moisturize again.

Try Pangea Organics Japanese Matcha Tea with Acai & Goji Berry Facial Mask; it can be found for \$20 at Sephora. This antioxidant mask tackles it all, re-mineralizing and hydrating, exfoliating and unclogging pores and nourishing the skin. As for de-puffing those eyes, try Yes to Cucumbers Soothing Eye Gel, only \$14.99 at Target. This product calms and soothes tired eyes and reduces puffiness and dark circles. It uses natural ingredients too, like organic cucumbers for a cooling effect, green tea for anti-inflammatory properties and chamomile to tighten skin. And never, ever forget to moisturize; it's so important that FashionIndie.com says to use it morning and night. The Body Shop offers

an extensive line of complementing day and night moisturizers. Aloe Soothing Day Cream (\$16) and Night Cream (\$20) or Seaweed Mattifying Day Cream (\$16) and Clarifying Night Treatment (\$20) can all be found at thebodyshop-usa.com.

And when finals are finished, gather your study group one more time and treat yourselves to spa-status facials together. Have everyone bring an ingredient from home for economical and natural repairs. For dry skin, blend 1/2 cup chopped cucumber, 1/2 cup chopped avocado, 1 egg white, and 2 teaspoons of powdered milk for a cucumber avocado cooling mask. Apply, let sit for 30 minutes, and rinse for softened skin (HealthyWomen.com). For another DIY skin-saving treatment, mix 1/2 packet of oatmeal, 3/4 cups of Egg Nog, 1/2 tsp of Flax Seed Oil and a dash or two of clove powder. Apply and relax for ten minutes, then rinse for smaller pores and tighter skin (*Teen Vogue*).



www.shopstyle.com

Health & Fitness: Yoga/Yogilates

GENEVA CLARK

From the freshmen 15 to late night take-out orders, to stress from design projects and too much of mom's home-cooked meals on break (that we all miss so dearly), it can be tough for a college student to stay fit and healthy. As a student, it's often hard to find balance between classes and extracurricular activities, and it's even harder to find time to exercise and stay active.

Yoga is a good way to relieve stress from all those design projects and exams. Over the years, yoga has grown to be more popular and has continuously proven how beneficial the workouts are. The workouts usually focus on relaxation and spirituality — while burning calories. Traditional yoga burns 200 calories per hour according to *Women's Health* magazine. Seems simple enough, a pretty simplistic way to stay in shape, toned and to keep a tranquil mindset. Yoga also comes in more intense or lighter workout methods such as: Hatha Yoga (175 calories per hour), Power Yoga (300 calories per hour), Vinyasa Yoga (445

calories per hour), and the Bikeram and Hot Yoga (636 calories per hour) according to *Women's Health* magazine.

The different types of yoga methods give the exerciser a variety of different methods to coincide with their abilities and personal weight goals. Another great workout class to invest some time in is yogilates, which is the combination of yoga and pilates. Yogilates takes the spiritual and postural aspects of yoga and adds the intensity of the workout on the abs from pilates to create a strong workout. Yogilates is a newer concept but has great end results, just as yoga does.

Philadelphia University offers free classes for both yoga and yogilates in The Gallagher Athletic Center. The classes are free and taught by trained instructors. You can find out all the information you need to know at <http://PhilaUrec.prestosports.com/fitness/>



butterflywingsyoga.com

DIY

SYLVIA CHUN



seamsoflife.com

We all have our un-trendy, basic high school T-shirts, bags, jeans and jewelry pushed into the back of our closets. We can't find a way to fit them into the trends of today, but we can't find a way to get rid of them either. One solution is the environmental sustainability approach.

With the environment slowly starting to deteriorate and the economy plummeting, it is important to conserve our resources and money. Nothing can go to waste. Instead of spending money on new items to follow trends, why don't we make them ourselves? Websites such as createstylish.com and planetgreen.com are great sources for these do-it-yourself projects.

After extended wear, our jeans might look as if we dropped a weight on the bottom and dragged them back and forth against the road. In order to save them, take a pair of your old jeans and a pair

of shorts from your daily wardrobe. Lay both on the floor, with the shorts on top of the jeans and the waistlines matched up. Then, take a pen and draw a visible, horizontal line on both legs of the jeans using the edge of the shorts as a guide.

Now, cut the line across and through both the top and bottom layers. The cut edges will be raw but for an edgy, carefree look, you can take a pair of scissors and cut a hole in an appropriate area of the jeans. Use duct tape or your fingers to separate the thread and put them in the wash. The wash will help create the look of cut shorts by distressing the raw edges.

With a little work, we can keep our sentimental belongings by creating new items from our old ones. And in doing so, we are also being environmentally conscious and not wasting materials.

From the Editor: Robyn Alt



Hello *StyleLine* readers, it's lovely to meet you! As the new editor-in-chief of *StyleLine*, I had a big pair of "editing" shoes to fill but I couldn't be more proud of our Fall/Winter 2011 issue! I think it's safe to say that I've found my true passion in fashion journalism, but it has been a very exciting journey of discovery. With two incredible internships in New York City's Conde Nast headquarters at *Teen Vogue* and *Glamour* magazines, I have been introduced to the world of fashion journalism at its finest, and I was eager to use the knowledge I had gained during my internships on *StyleLine*. Many thanks to all of our writers and staff members who worked enthusiastically on this issue and to our readers, we hope you enjoy some of our creative spins. And, don't forget to ask yourself, what's your passion?

STYLELINE

Styleline is written by Philadelphia University fashion design, fashion merchandising and fashion industry management students for fellow students, faculty, staff, alumni and friends of the University.

EDITOR

Robyn Alt

CO-EDITOR

Emily Wootten

BLOG EDITOR

Sylvia Chun

GRAPHIC DESIGNER

Christopher Bazata

WRITERS

Robyn Alt

Amanda Beard*

Rachel Cathcart*

Bonnie Catts

Sylvia Chun

Geneva Clark

Christina Falcone

JaNaie Fort*

Ciara Harrison*

Kim Haskell

Christina Lauria

Hayley Lind

Alyssa Maiale

Kristin Melendez

Coral Heffron

Neuhold

Allison Ripa*

John Runco*

Jasmine Taylor

Emily Wootten

ADVISORS

Clara Henry

Associate Professor

Director, Fashion

Design

Nathan Susanj
Public Relations

**Styleline* Members featured on blog



PHILADELPHIA
UNIVERSITY

4201 Henry Avenue, Philadelphia, PA 19144
215.951.2700 www.PhilaU.edu