

STYLE *line*

Philadelphia University

Spring 2002

PHILADELPHIA
UNIVERSITY

FASHION SHOW 2002

The Academy of Music
Wednesday, April 24
8 p.m.

2002 SPIRIT OF DESIGN AWARD RECIPIENT
GEOFFREY BEENE

PRESENTED BY
FASHION INDUSTRIES ASSOCIATION
PHILADELPHIA UNIVERSITY

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From the Editor



Stephanie Reynolds

Philadelphia University is buzzing now with so many exciting events quickly approaching. From the "Business of

Fashion" Forum in March to the Annual FIA Fashion Show in April, fashion students have a booked schedule with amazing opportunities to showcase their talents. As most of you know, the FIA Fashion Show has taken a tremendous step by moving the event to the Academy of Music and will be celebrating the student's work with our honored guest, Geoffrey Beene. I truly look forward to experiencing this ground-breaking event and wish all the fashion design students and everyone involved tremendous success.

STYLEline Spring 2002

A publication written by Philadelphia University fashion design, fashion merchandising and fashion apparel management students for fellow students, faculty, staff, alumni and friends of the University.

EDITOR

Stephanie Reynolds

Fashion Merchandising major

WRITERS

Catherine Casano

Renee Gonzales

Amber Hasulak

Michelle Pino

Stephanie Reynolds

Briana Ulrich

Emily Scott

ADVISORS

Doreen Burdalski

*Asst. professor; coordinator,
Fashion Merchandising Program*

Clara Prezio-Henry

*Asst. professor; director,
Fashion Design Program*

Design X 2002 ... "Freedom Lends Creativity"

by Emily Scott

Reinterpretation is the name of the game when it comes to the annual *Design X* show held in Downs Auditorium. This year the show took place on January 31, 2002, and it was the perfect way to usher in the new spring semester. Fashion Industries Association (FIA) produced the show that featured student work created during the Fashion Design Problem Solving class. This class enables fashion design students to reuse, reinvent and reconstruct recycled garments, as well as various fabrics, with a specific theme in mind. This year's themes ranged from architect Frank Lloyd Wright to penguins; basically, if you can think it up, you're free to make it. The only prerequisite for this class is extreme creativity.

The theme in makeup was a bit of a pre-makeover Courtney Love and broken doll's look, skillfully achieved by smearing the models' lips with red lipstick and applying eyeliner that made them

ocus on... Events



On the *Design X* runway were designs by: Kristy Hill '02; "Sexy Stewardess," fashioned from a vintage suitcase. Right: John Fitch '02; stretch vinyl and fabric paint. Inspired by M.C. Escher's photograph "Night and Day."

appear as if they had been crying for days. The set was constructed from a mix of recycled objects ranging from hoola hoops to actual back doors. Everything was spray-painted gold. And, the runway was lined with generously donated shoes that were then also spray painted — 150 pairs in all.

Every aspect of *Design X* from the garments, to the runway, to the recycled-looking invitations — was given

equally close attention, creating unity throughout the entire production. When asked why this is such an important class for design students to take, Eva Kang explained, "It's a fun experience that allows the designer to take the concept of "fashion" a step further." I do think most designers wish they could design in this fashion all the time; the only trouble is finding a target customer! ❖

The Fashion Industry: A Day in the Life

By Stephanie Reynolds

On Feb. 15, FIA sponsored its Annual Trip to New York City, giving students the opportunity to experience the fashion industry firsthand. Through a variety of presentations from alumni and industry hosts, fashion students discovered the functions and

operations of their particular fields on a daily basis. Jenny Peters, a Philadelphia University graduate now working for Federated, walked students through the product-development process and offered valuable advice about interviewing, the importance of internship experience, and professionalism. For lunch, students divided into small groups and visited the design studios of Phillips Van-Heusen, the merchandising

office of Tommy Hilfiger Jeans, and the showroom of Susan Dell's eveningwear collection. For the rest of the day, students explored New York City from the amazing shopping districts and museums to the unique restaurants. Overall, they were able to take the lessons learned in the classroom and understand how they are applied in the industry. ❖

Focus on . . . Study Abroad

A ROMAN HOLIDAY

by Catherine Casano

As a junior, I opted to study abroad in Rome, and it was easily the best decision I've ever made. No matter your major (mine's fashion design), there is something about Rome that appeals to everyone.

We arrived in Rome during a record-breaking heat wave, and it was quite an experience lugging our baggage up the famous hills of Rome to our unairconditioned apartment. Our rooms were beautiful, and the school provided maid service, which I still miss to this day! Our classes, at the American University of Rome, were designed to fit into our schedule for the most part, so they all transferred once I returned here. The courses pertaining to my major, fashion design and fashion-figure drawing, were taught by Nora Aponte, a prominent local figure in Roman fashion. Nora taught us much about tech-

nique and content, and spent her free time taking us to parties and exhibits.

Outside of school, living in Rome allowed us all chances to explore Europe with ease, and for little money. Rome's location in the center of Italy meant that Northern Europe, North Africa, and other Mediterranean countries, as well as the many beautiful places in Italy, were all easy to reach and explore. For those of us on a tighter budget, and the people who spent a little too much buying Roman fashions and leather, there were many amazing places very close to Rome that could be reached by train for under 10 dollars. The city has a very accessible and easy-to-use transit system and most of the people in Rome were only too happy to help American tourists and students.

I learned so much about relying on myself and being open to new ways in Rome, and that experience has translated to the way I live here. I would suggest to anyone considering study abroad in Rome to do it; your time there will be the best four months of your life! ❖



Rome is a city of striking architecture.

Focus on . . . Color

Spring/Summer '02 Color Trends

By Renee Gonzales

Spring/Summer '02 brings an array of expressive colors.

The season looks to be delicate, subtle and feminine.

Warm neutrals and skin tones bring to a sense of nostalgia and romantic reminiscence the spring/summer wardrobe. Pale tones of cremes and whites, with an extra shot of citrus hues, add a feeling of youthful innocence and excitement. This season also brings us all the colors of the sea from pale blues, greens and lavers to striking Caribbean blues. By adding shades of

Focus on. . . Alumni

Diana Boric

By Brianna Ulrich

This issue's focus is Diana Boric (formerly Kostrevski), a senior promotions manager for *Details Magazine*. Her position, in the Creative Services Department is heavily involved with advertising promotions and special events. When I spoke with Diana, she shared the fact that she had just met with Armani to work on events for the company for 2002. So, you are probably wondering where Diana gets all of her ideas for these events. According to her, just about anywhere. Inspiration can be found at local art exhibits, in upcoming films and even in the very magazine she writes for. For instance, if *Details* is doing an article on Usher (the R&B sensation), they may ask him to participate in one of their promotions. A former president of F.I.A. at Philadelphia University, Boric believes that there is more to college than just the courses that you are required to take. To students in the fashion field, she advises them to extend themselves outside the classroom and get involved in extracurricular activities; and to freelance and volunteer, which leads to meeting people, to build your network on the road to success. ❖

blue to your wardrobe, you can create your own feeling of a calm escape. All forms of "Americana" are important for apparel, as well as for furnishings this year. Nautical colors of red, white, navy, and black add a crisp classic and tailored elegance to the entire season. ❖

Focus on. . .

Trends

Menswear from London

Amber Lynn Hasulak

Let's face it guys. The words "spring and summer menswear collections" probably don't make you jump away from the baseball game and run to the stores. But the truth of the matter is, your wardrobe could use a little "sprucing" up. Now is the perfect time and it doesn't take much. Follow these key pieces of advice, fresh from London, and the results will work to your advantage:

1. Color: Make sure you have powder blue, yellow, red, mixtures of black/white, and pink. Yes, pink. Trust me.
2. Denim: Sounds easy, right? Well, it is. Go for ripped, patched or bleached. Basically, anything that looks like it's been run over by a truck. Seriously. Also, denim jackets are a big deal in more formal styles and surprisingly in suiting. (Side note: If you want to get away from denim, try on some leather and suede.)
3. Keep military look.
4. Headwear: I haven't seen one person in London with a baseball cap on. Honest. Give sunvisors a try and "flat" caps.
5. Footwear: This might sound scary. Pointed-toe shoes are everywhere. Invest in a pair. They aren't so bad. Going casual? Give the trainers a rest. Go for flip-flops.

And, finally, make sure to have a few knitted polo shirts in those must-have colors above for an authentic retro look. ❖

Focus on . . . Textiles

Michelle Pino

When shopping for new clothes this spring, take a second to look at the label. Certain fabrics are sure to be found in some of this season's hottest trends. Linen is very important for Spring 2002; pure and blended, crisp and soft. When it comes to wools and suitings, tailoring is back. Expect to see lightweights, stretch wools and blends, and crisp suitings such as mohair and wool. Fine cotton and silks, both pure and blended with synthetics will also be a

staple in this spring's textiles. Iridescent shimmer and micro sparkle with soft metallics will be must-haves, as well as prints such as flowers, tropical, two-tone geometrics, and lots of stripes. As for denim, this season brings extreme bleaching and distressed finishes, glitter denim, cut and worn patterns, patterns, patchwork, and fraying. The words to describe the season: discretion, spontaneity, control, generosity, and audacity.

To sum it up, Spring 2002 will bring a wide range of textiles, comprising the season's hottest trends. ❖



Hat's Off!

Congratulations to the following students on their achievements!

Nicole Vargas and **Kelly Renee Sinnk**: chosen as two of 24 semi-finalists from entries across the country for the DuPont Hosiery Design Contest. Three top winners to be selected on August 7 in New York.

Carolyn Sobkow: one of 10 semi-finalists chosen for the Target/CFDA Design Initiative.

The following students have been selected for inclusion in *Who's Who Among Students in American Universities and Colleges*; 2002 edition:

| | |
|--------------------|------------------------------|
| Danielle Crea | M.S./Fashion Apparel Studies |
| Swapna Dhond | Fashion Merchandising |
| Laura Klich | Fashion Design |
| Jamie Meade | Fashion Merchandising |
| Stephanie Reynolds | Fashion Merchandising |
| Melanie Schlouch | Fashion Merchandising |
| Amy Schwab | Fashion Apparel Management |

Focus on . . . Accessories

By Amber Hasulak

For most of us, the transition into the new spring and summer collections means updating our wardrobe with fresh accessories. For Spring/Summer 2002, the



trends have a variety of moods to suit any girl's style — prairie, romantic, hippie, western and patriotic. But, before you magically turn into a cowgirl or Laura from "Little House on the Prairie," take a look at the key pieces that will help to freshen your own look:

- **Handbags:** Soft leather. Any shape or size will do. Look for cutouts, stripes, toile de jouy prints. If there's one bag you must have, go for a tasseled suede shoulder bag. Otherwise, try vintage.
- **Jewelry:** If you are going to purchase one piece this season, make it one with a religious feel. Think rosary pendants, lockets, heirloom looks.
- **Hats:** Yes. Make sure you purchase at least one. Buy small brim fedoras, buckets with grosgrain ribbon, canvas cowboys (clarification:



no white Stetsons), and "hippie looks" with floppy brims.

- **Belts:** They haven't gone away. Still on the must-have list; this time



around think wide and western with prairie styling. The essential is tooled and embossed leather. If you're feeling wildly fashionable, wear one with long fringe detailing. Keep: Gem-encrusted belts.

- **Hosiery:** Romance. Lace. Texture. You can still get away with those fishnets. And since color is in, you can parade around with printed tights bearing fruits, flowers, and the like.
- **Sunglasses:** Still wearing the same pair you wore three years ago? Shades are an easy way to update your look instantly, so try something new. If you were fortunate enough to decide on a pair of rimless glasses last season, stick with those. If you didn't, try floating lenses, cat-eyes, and teardrop shapes.

So, there you have it — the most important pieces for your spring and summer clothes. What are you waiting for? Go shopping! ❖

ADDRESS CORRECTION REQUESTED

School House Lane and Henry Avenue
Philadelphia, Pennsylvania 19144-5497

