

# STYLE *Line*

Philadelphia University

Spring 2005



## The Magic Behind the Scenes

By Catlin Faitout and Kristie Weir

No matter how magical and fabulous the Philadelphia University Annual FIA Fashion Show may seem, this one-of-a-kind event cannot simply be pulled out of a hat. Recently, *StyleLine* went behind the scenes to better understand what goes into producing this showcase of extraordinary talent. What we found was that the talent lies not only with the designers, but also with the Fashion Industries Association board

members who organize the show from start to finish.

When we spoke with some of this year's top fashion designers, we found them to be driven individuals with a passion for design and the show. Of course, the weeks before the show are the time when they are busiest. Just after spring break when classes start heating up, they are busy spending nights and weekends at the sewing labs. We talked

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Pictured is the Fashion Industries Association 2005 Board: (top row, from left) Christy Guillermain, co-producer; Andrea Raspanti, co-producer; Courtney Rafter, freshman-elect; and Emily Moharter, co-producer. Bottom row (from left) Staci Jacob, secretary; Kelly Geib, co-president; and Lisa Tartaglio, treasurer. Not pictured are Bear Smith, co-president; and Daniela Compito, co-producer.

## Focus on . . . Alumni

By Lauren Bertrando

After his big win on Bravo's *Project Runway*, Philadelphia University's own Jay McCarroll was bombarded with interview requests. Like so many others, I caught every episode, as well as reruns. If you're anything like me, you, too, were glued to the television waiting to see who would win the \$100,000 prize and a definite leg-up in the industry. You also had your own thoughts about the designs going down the catwalk. This show was really the first of its kind ... a reality series for people with actual talent. Somehow, they also found the right mix of funny, annoying, and good-looking people to make it more *Real World* than a PBS home-sewing show. Of course, if you have any Philly pride at all, you were rooting for "The Wildcard."

He wasn't just a hilarious character ... he was a really good designer. He **earned** our support. Jay's designs quietly made their way through the rounds without the incredible praise received by others, but also without the serious criticism. What made him different from the rest was that his clothes



Jay McCarroll

met the challenges. Jay could make a beautiful dress for Banana Republic just as well as he could make a mail carrier uniform ... even if neither was really his thing. He didn't need an overblown story to defend his mistakes and he never resorted to stealing



someone's fabric or selling someone out. His collection concept was fresh and the clothes didn't remind you of anyone else. They were completely Jay. As he said at New York Fashion Week, he wanted the clothes to "speak for themselves." And they spoke eloquently.

## From the Editors



Danielle Swain

Hello from across the pond! I have to say, my time here in London has been an experience of a lifetime. Traveling is something that everyone must do, especially those who are interested in fashion. London has so much to offer in the fashion world. It is a city that is always moving and never sleeps. I do sorely miss everyone at Philadelphia University, but this is an experience I would not change for the world. I highly encourage everyone to take any opportunity to visit this wonderful city.

I am excited about this issue of *StyleLine*. There are so many great stories from our talented writers. It is our goal as a publication to increase the interest and awareness of fashion, and the important role it plays in our society. I believe that this issue does not disappoint! There are so many different, exciting opportunities in the world of fashion, and we explore

them in depth. I truly hope this issue excites and motivates people to become more interested in fashion, and to explore the many great things it has to offer.

Although regretfully, I will not be able to see the annual spring Fashion Show, I encourage everyone to attend and see the beautiful work of our designers. I can live vicariously through all of you!

Many thanks to everyone who has contributed to *StyleLine*. It is the enthusiasm of the staff and the University community that makes *StyleLine* fun to write for. Also, the never-ending support of Clara Henry, Doreen Burdalski, and Freddi Ford is an invaluable part of *StyleLine*. I am forever thankful for their guidance and support. Without all of you, *StyleLine* would not be what it is today.

*Cheers!*

Danielle Swain  
Editor



Kristie Weir

Dear Friends:

So cliché, but so true: Time flies when you're having fun; or, in my case, editing *StyleLine*.

It has been an awesome year for us at *StyleLine* and for the University community as a whole. I hope you all enjoy this spring issue, as it will be jam packed with topics we know you like. This semester, *StyleLine* has grown with the enthusiasm of our writers. You'll find articles on everything from international fashion trends to designers from Philadelphia University to pet fashions.

Our campus fashion community is one of a kind and I cherish having been a part

it. With my departure from Philadelphia University in May, I wish all the best for *StyleLine*. Writing for this pub has always brought me lots of smiles, as I hope reading it will do for you. Lastly, I would like to convey my true appreciation to all those who have helped us make this issue as great as it is: Clara Henry, Doreen Burdalski and Freddi Ford, thank you! We could not have done it without you.

Much love,

*Kristie Weir*

Kristie Weir

P.S. Be sure to check out our Calendar of Events for what's coming up in the fashion community. And, on April 30, the Annual FIA Fashion Show is the place to be. You won't want to miss it!

## **STYLE**line Spring 2005

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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## Focus on . . . Student Designers Meet Danni Green

By Jennifer Nocera



Danni Green

Most design students don't know what it is to have a full roster that includes apparel and textile courses and to also be working two part-time jobs, all while designing a gown in two weeks' time that will walk the red carpet. But, Danni Green does.

Danni was approached by fashion design faculty in Fall 2004. They presented the idea of her designing this gown, a project that the University's Public Relations department had negotiated. Danni agreed

and began the process by shopping on fabric row, where she came up with her color story. Then she sketched for a few days. Because the project was to design a gown for an

unknown celebrity for an unknown event, Danni says, "It was increasingly difficult to design something that would be universally flattering and that would appeal to any

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## Focus on . . . Trends

by Arlisha Witcher

The general trend for Summer/Fall 2005 is summed up in two words: jeweled accents. Intricately embellished, eastern-influenced beading, and surface detail is the trend in handbags, shoes, and other general accessories. The "more-is-more" look can turn any ordinary ensemble into a fun, snazzy, glamorous look.



Photo by: Don Ashby



Photo by: Denko Ivanisevic

Seen in several designers' Fall '05 shows, the bedazzling trend can be incorporated into more than just accessories. In Oscar de la Renta's Fall '05 campaign, the designer showed the jeweled look in embroidered cashmere sweaters and wool cardigans. These were paired with full skirts, also with embroidered detail. This summer, the jeweled-embellished look, which

can go anywhere from exotic safari to Cinderella whimsical, tends to take on a life of its own.

As seen in Dolce & Gabbana's Summer '05 safari-esque runway show, the exotic-influenced shoe is decked out in various muted tones of amber, tan, and gold-jeweled pieces. They are accented with various jewel tones. Handbags are also more bold, some completely covered in surface detail or boasting one, large decorative jewel on animal prints. This year, go BOLD with the funky, exotic prints and eclectic jewel-inspired pieces.

## Focus on . . . Textiles

By Angelina Longobardo



Photo: msn.com/movies

**To the Oscars and Beyond** Glitz and glamour are born on Hollywood's timeless red carpet. This year's 77th Annual Academy Awards ceremony, otherwise known as the Oscars, was a spectacular event where actresses like Cate Blanchett,

Charlize Theron, and other beautiful people flaunted stylish eveningwear created from the trendiest fabrics this year.

Penelope Cruz in Oscar de la Renta, and Cate Blanchett in Valentino Couture, each wore brilliant, yellow silk taffeta gowns, which seemed to be the fabric of the night. A bohemian vibe filled the air while Gisele Bündchen's silk crepe Empire gown by Dior flowed gracefully behind as she walked the red carpet. Lace, the vintage classic, was popular as well among the fabrics, particularly Kirsten Dunst's sleek and sexy number designed by Chanel. Halle Berry, who wore Atelier Versace, also presented wonderfully in her silk-chiffon,

form-fitted dress. Of course, the night would not be complete without Charlize Theron's grand entrance in an unforgettable satin organza and silk tulle Dior gown, created with 328 yards of tulle that took 650 hours to sew! Detailing ranged from bows and knots, big or small, to embroidered jewels, beads and sequins to a sparkling brooch delicately placed on the shoulder or lower back. These fabrics surely can create a night of splendor for those who are lucky enough to attend a celebrity after-party or a wedding, ceremony, or an elegant restaurant. Hollywood's most stylish actresses have proven that any woman is sure to feel and look luxurious while wearing one of this year's trendiest eveningwear fabrics.

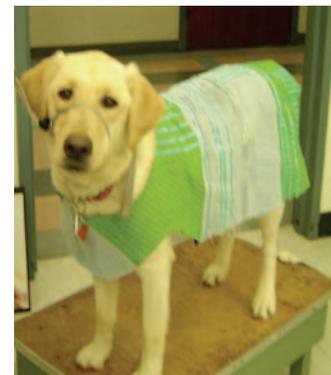
## Doggie Fashions are a Real Bow WOW

By Danielle DeGeorge

With Britney Spears' and Nicole Richie's decked-out pooches, one would think the pups were the one's earning the big bucks! Celebrities like Jessica Simpson and Paris Hilton have spent mucho moolah on their dogs for Louis Vuitton carrying cases and diamond-studded collars. And, more and more people are carting around their little friends as they run errands and shop. Our four-legged friends have become a trendy accessory that needs their own accessories. Between the stars and just plain folks, there's a lot of attention being showered on our pets. Just how is this trend affecting society and our school?

Looking around Philadelphia today, one can certainly find a few pet-friendly stores besides the usual Petsmart or Petco. One, named POOCH, located on Locust Street, is owned by a Philadelphia University alum. Here on campus, doggie couture has entered the realm of fashion design, with our designers applying their skills to

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*Meyers, a two-year-old Golden Retriever soon to be placed by CPL with his home companion, hates fittings, but loves being a super model.*

## Focus on Retail ... Bias

By Lisa Troup

Have you ever dreamed of owning your own store one day? Being able to pick and choose your merchandise? Although, it requires hard work, it sure can be fun and rewarding.

André Mitchell, a Philadelphia University alumnus, opened his women's clothing store, bias, with his brother Maurice in 2003. While in college, André was a manager at Ma Jolie (a woman's clothing store). He then served an internship



with Bergdorf Goodman in their visual-merchandising department, where he helped with window displays and in-store visuals. This experience would ultimately be a major part of his own business. André became the director of sales and marketing for Purma M. Dalton and then manager of Asta de Blue.

Although these jobs were interesting, André felt that he would feel more rewarded if he were to run his own business. Soon, André and Maurice opened bias. The store carries modern clothing and accessories for the everyday woman. However, bias is not a typical retail store. It has a few twists. Not only does the store completely change its entire theme and look every season, but the it stages a

fashion show to promote the new styles and trends right in the store. There's an opportunity to shop afterwards. A video is played on three screens in the back of the store while models walk the runway to lively music wearing the trends of the season. The show is a wonderfully imaginative and inspiring display of the creative minds behind bias.

Being an alumnus, André mentioned that he learned much of the basics of the industry at Philadelphia University and continues to rely on that foundation today. He was surprised to find out that many things you learn in school and think are not critical, come in handy later to help you and even inspire you.

When asked what the hardest thing about owning a business was, André said that the most difficult thing for him was not knowing the future or being able to control the economy, politics, or even the weather (which often ruins a shopping day in Manayunk). The best advice he can give to anyone who wants to own their own business is to ask questions and step out of the box. Do not be afraid to challenge yourself!

bias is located on Main Street in Manayunk. A 10 percent discount is offered to all Philadelphia University students, so check out the store!

## Costumes: The Ultimate Dress-Up

By Lauren Fleishman



The history of costumes dates back thousands of years. Since ancient times, costumes have contributed much to a theater production, whether they are extravagant or simple. On February 11 and 12, 2005, Philadelphia University's students and staff mounted a production of the *Vagina Monologues*, written by Eve Ensler, as a benefit for women's service organizations.

The costumes were black and red; simple, yet full of impact. The show, dedicated to women, expounds upon many issues related to being a woman. In-depth and vibrant, the script is infused with the power of language. Outlandish costumes would have completely taken away from the importance of the monologues and the issues being addressed, such as rape and abuse. All of the monologues

sent different messages to the audience, with the subtle costumes taking a supporting role to the performance. The black and red colors symbolized femininity and added a chic, sophisticated appeal. The women in the production dressed according to their character; some were showing skin and some were conservatively attired. Others used a mystical approach to captivate the viewers. Many, who were not familiar with putting on a show as intense and thought-provoking as the *Vagina Monologues*, might not realize how truly important costumes can be to a successful stage production. For the cast of *Monologues*, it was a smashing success, raising over \$6,400 for various women's organizations

*(Lauren was a member of the Monologues cast.)*

## The Look for Less: Bohemian Chic

By Danielle Badali

This summer, one of the hottest looks is the "new bohemian." Celebs like Sienna Miller and Kate Hudson love it, and the Spring 2005 runways showed that anyone can wear it. Vera Wang, Michael Kors and Roberto Cavalli showcased the reinvented look by mixing and matching modern styles with boho trend. This fresh balance resulted in a sleek, polished look that still had

the free spirit of boho.

Vera Wang's spring show included flowing, peasant skirts with modern tops in earthy colors. The look was finished with long, beaded necklaces and soft, flowing, wavy hair.

How can you get this look on a college budget? It's simple. The boho look is a

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# Focus on . . . The London Style

By Danielle Swain

If one wants to experience fashion at its best, then London is the place to go! Walking down the street, you'll see people from all walks of life expressing their personal style. London is a city that has much to offer for the fashion-conscious person, from shops on the high street to independent boutiques. Whatever your price range, you'll find much to interest you here.

There is such an eclectic range of styles in London. Being an international fashion hub, everything is possible. People can truly express themselves in their own true fashion. Nothing is considered extreme or over-the-top, from the punk-influenced style of Camden to the high-fashion style of Bond Street.

Not only is London fashion forward on the streets, it also prides itself in the education and exhibition of fashion. There are numerous colleges dedicated to the study of fashion, such as Central Saint Martins (the alma mater of John Galliano, Alexander McQueen, and Stella McCartney, just to name a few), University of Westminster (of which Vivienne Westwood is an alumni), and the London College of Fashion.

London museums are also dedicated to exhibiting fashion. The Museum of London currently has an exhibition entitled 'The London Look,' which explores the history of London style, past to present.

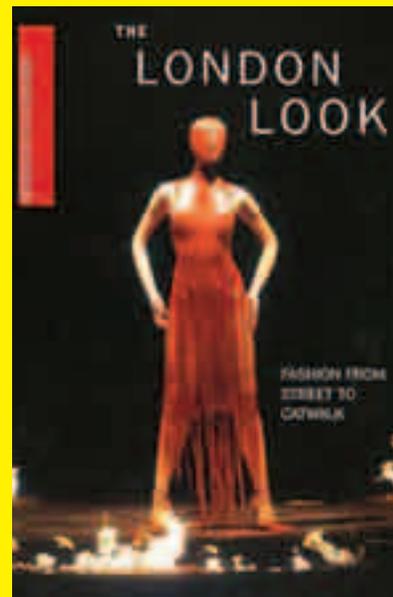
Other museums include the Fashion and Textile Museum and the Victoria and Albert Museum. To anyone think-



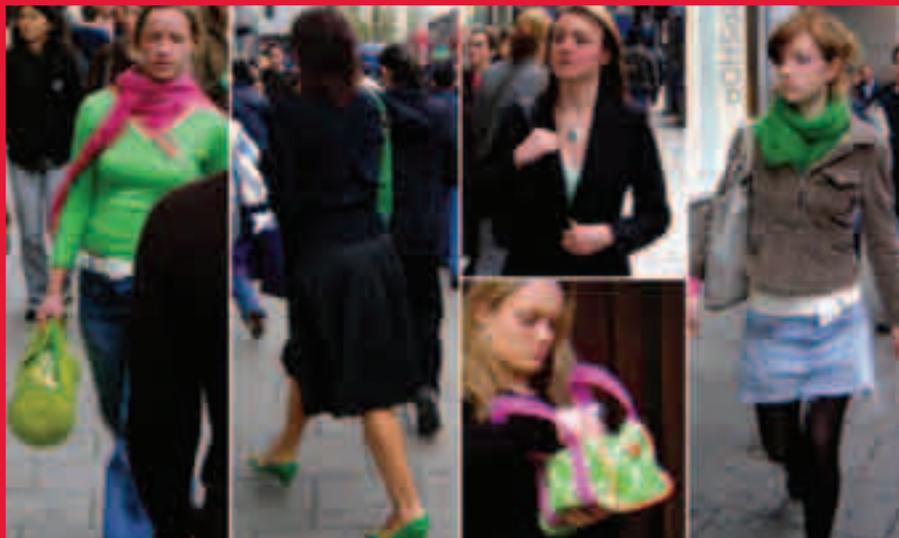
*Danielle Swain at a London fair.*

ing of visiting London, I say don't think twice, for there is so much to see and experience; it is impossible to run out of things to see related to fashion.

Exhibition at the Museum of London [www.vogue.co.uk](http://www.vogue.co.uk)



*London Street Style [www.paulrussell.info](http://www.paulrussell.info)*



*London Street Style. [www.fashionwide.com](http://www.fashionwide.com)*

# Campus Chic: High Style at a Low Cost

By Stephanie Samse

One dilemma that most city, college girls face is having a small salary, but a taste for high fashion. Yes, ladies, it's possible to live a glamorous lifestyle without breaking the bank by following these tips. Updating your wardrobe doesn't have to be expensive with these keys to success.

First and most importantly, you must have an assured sense of your own style and a strategy. By developing a signature style, you can plan your long-term wardrobe without giving in to frivolous impulse purchases. Know your body type and what looks best on you.

Every trend that becomes the popular craze doesn't always flatter or look good on everyone. Budget yourself by setting reasonable price points for specific items. It is important to know what's worth the splurge. Prioritize and always put essentials first.

Before actually shopping, it's wise to get inspiration. Fashion magazines, television shows, store websites and seeing new and different things on the street can inspire your fashion sense and cut the time you spend browsing aimlessly.

Shop around at a variety of stores and always be on the lookout for special deals and sales. Have an open mind and don't be afraid to check out sample sales and thrift stores. You never know what you will find.

Whenever possible buy out of season because stores want to get rid of their old merchandise to make room for the new.

Another key is to mix and match old and new items to recreate or reinvent your wardrobe for upcoming seasons. Look for versatility and timelessness of items. Resort to

looks that have made a comeback over time such as trench coats, preppy styles and black. Only buy pieces that you can't live without, remember not to spend a lot on trends.

There are a few general rules for your wardrobe you should take to heart. Always build an outfit from the bottom up and finish off with accents. Know that you don't always need to buy something new for every occasion; consider dressing up and accessorizing what you already have. When in doubt, result to black and white because these two colors go with everything.

As a consumer, you should maximize the lifespan of your items by knowing how to care for each specific garment to make them last. Saving all your receipts for price adjustments can also get you a few dollars back when items are put on sale after your purchase. The quality of fabric is what makes an item stylish forever. Develop a collector's eye for quality to assist you in making fashion-smart choices every season.

There are essential items that every city girl needs in her closet for living large on less. These essentials include a great fitting pair of jeans, black pants, classic button-down shirt, and a track suit. Camis are a key essential for layering and useful year round. Every city girl, of course, needs the little black dress for a night out on the town. A professional suit is extremely important for job-related functions.

As for accessories, everyone should have a versatile handbag that goes with everything, as well as sexy shades. Scarves and belts can also be added to any outfit. Lastly as we all know, women can never have enough shoes; but, a pair of comfy sneakers, casual flip flops, stilettos, pumps or knee-

high boots in any of the basic colors such as black, brown and tan are important to all city girls living on a tight budget. Knowing what to spend on trends and finding unique, signature pieces are the keys

to your style. It's time to get smart about how you spend your dollars. Spice up your style and start saving money today with these helpful hints for high style at a low cost.

## Danni Green

*Continued from Page 2*

age group, body type, and be appropriate for any function." With that in mind, Danni designed a corset top and long a-line skirt, a silhouette that flatters almost everyone. She made it adjustable to fit a range of sizes. She also chose her color story with that same idea. "For my color story, I used cool pinks, greens and warm brown, in an attempt to flatter all skin tones," she said.

Danni introduced a lot of texture through hand beading, crocheted accents and embroidery details. She says, "I kept it pretty quintessential 'Danni'; pretty, fresh, deconstructed and unique." Although she feels very satisfied with the dress, she thinks, as all designers do, "that you can always find something to change."

I asked how she felt knowing that so many people would see this dress walking the red

carpet and she replied, "I didn't have any worries about the dress itself; I was more concerned with me. I am a very shy person and being in front of the cameras would be definitely be out of my comfort zone."

Doing a project like this gives a young designer a chance to get their name out there. Danni has put it on her resume and is now working on a project for up-and-coming R&B singer Whitney Wolanin, while also working in the apparel-design department at Anthropologie. She says, "The show hasn't aired yet, so I haven't really received any exposure from it." But once it does, there will be a good chance her phone will be ringing off the hook with other celebrities wanting a "Danni" original.

When asked if she ever felt like giving up she says, "Not really. It got very chaotic at times, but fashion is always that way. I think that is why I love it so much."

## Bohemian

*Continued from Page 4*

trend, so don't spend your life savings on beaded necklaces and peasant skirts. (Save your money for more classic pieces that will take you through seasons.) Instead, shop the mall for great looks with great prices. Also, since the new bohemian look includes matching classic pieces with boho trends, shop your closet for blazers, braided belts and cute

camis.

To get the Vera Wang look at a fraction of the cost, check out Forever 21 for flowing skirts in every color for under \$30. Add a modern cami (Gap, \$20) or a classic, sleeveless shirt in a great spring color. Macy's has a great selection of bohemian-inspired footwear (Chinese Laundry, \$59). And, go to Target for long, beaded necklaces in the hottest spring colors (under \$13). Totally boho for about \$120.

# Fashion: Up Close and Out of the Closet

By Kristie Weir



As you walk from class to class, it's apparent that the fashion community on our campus really knows how to dress. From what I can see, they're not afraid to wear Christian Dior coats or carry Louis Vuitton bags to an 8 a.m. class. Hey, we're fashion majors; it's what we do! Still, we were curious and so *StyleLine* hit the campus to find out if these



The infamous prom dress.

fashionistas actually even owned any ugly clothes. Of course, just by looking at these fashion majors you would not know that hiding in every one of their closets was a hideous, ultra-ugly article

of clothing that they have vowed never to get rid of. Everything from communion dresses to spandex pants from the 80s, which, for one reason or another, these fashion-forward students can't part with. Here are a few girls who were brave enough to let down their style guard and open their closet to *StyleLine*.

The question is: What is the ugliest thing in your closet? And, why won't you ever get rid of it?

**Nicole Manning**, *Fashion Merchandising major* said, "A faded, black, Willie Nelson concert tee, because it's vintage, cool, and he was the first concert I went to at the age of three."

**Lauren Wood**, *Fashion Merchandising major* said, "My senior prom dress, because my friends and I still like to put it on!"

**Stephanie Jensionka**, *Fashion Merchandising major* said, "My fluorescent orange J.LO top with a gold hologram on the front, because it was expensive."

**Leigh Ingram**, *Fashion Design major* said, "My acid-wash jeans from grade school, because I want to rip them apart and make something new out of them."

**Keri Dougherty**, *Fashion Merchandising major* said, "This terrible '80s shirt that I got from a thrift store a while back. It's cheesy with polka-dot bows, because I am saving it for a '80s party."

Thanks, ladies, for letting us into your closets! It's nice to know we're not alone in hoarding the horrible.

# Old Trends, New Looks

By Nicole Smith

Don't put your key pieces from the fall and spring in the back of your closet just yet. Bohemian gypsy, metallic golds and fur are back in the collections for Fall 2005. Incorporated in these designer's closets is a mix of velvet, volume and Mondrian designs. Also, in these collections from New York's Fashion Week 2005, is a mix of styles that have already played a major role in fashion in the twentieth century.

This year, the runway will reintroduce the corset, which was introduced in the early 1900s. The corset created the hour-glass figure by making the waist smaller and stretching the bustline upward. Along with the corset, feminine dresses that flow right below the bust were all over the runways. These empire-waistline dresses were redesigned by Oscar de la Renta, Calvin Klein and Ann Sui.

Another popular, upcoming trend for fall originated in 1910. Men's clothing took center stage as designers Ralph Lauren, Michael Kors and Proenza Schoule brought back the woman's image of wearing what she wanted. In 1931, the mayor of Paris told Marlene Dietrich to leave the city as fast as possible because she wore a man's suit. Here in 2005, it is socially acceptable to wear masculine clothing.

Fur will once again be popular in Fall 2005. Fur was fashionable in the '30s, when the whole animal was worn. Models were seen wearing white-fox jackets over their evening dresses. Whether one loves fur or hates it, it's here for fall.

Denim will never fade and this year, cropped, jean jackets were all the rage at the shows. Jeans were popular in the '50s, worn by American idols such as James Dean.

Other trends that walked the catwalk of New York were



[www.newyorkmetro.com](http://www.newyorkmetro.com)

'60s peasant dressing, embroidery, embellished full skirts, and chunky jewelry. Even art has played a role in fashion in 2005 with Mondrian-style (color-block designs) by Marc Jacobs, Oscar de la Renta and Proenza Schouler. So relax and don't worry about what to wear the fall. Anything in your closet from previous years will probably be fashionable.

News flash from NYC catwalks: We can be on our feet more because flat shoes are in this season. Give your stilettos a rest!

# Focus on Color

By Abby Hertweck

Do you ever question why key colors have a starring role for a certain season? Who determines which color is hot and why? Color trends do not just appear; they come from all different types of sources. Color specialists, such as the company Pantone Inc., gather research from all types of media, observe national and international economies, and survey designers and manufacturers to see what direction they plan to take. The research for current color trends begins as far back as five years and once Pantone gathers their research, they begin to sell their findings to the industry for a good price. All types of industries buy this information. That's why you can wear the season's hottest colors and also put them on your dining room table, in your bedroom or find them in the car you just leased.

Here's what to look for:

## Spring '05

A global source named The International Color Authority reports that fuchsia, lilac, and yellows will be featured in sportswear. Also, look for dark corals, dust browns, and deep blues and purples, and plums and dark strawberries. Chameleon-like colors include jade green, dark greens with golds and dusty grays.

While Pantone predicts the top-ten colors for spring, some of the hottest in-store windows include Aurora Yellow, Blue Turquoise, Begonia Pink, lavender, and vibrant green.

## Fall '05

During Fall Fashion Week, the runways filled the room with blues and browns. Pantone Inc. forecasts that the two hottest colors for the fall season will be Moroccan Blue and Glazed Ginger.

## Spring/ Summer '06

Color expert Cynzia Black from Global Color Research, based out of London, gave Philadelphia University a glimpse of what is to dominate in next year's spring fashion: the colors seem to reflect nature and simplicity in cucumber, deepest turquoise, pebble grey, kelp, and vibrant yellow sand.

The brighter color stories for spring reflect tasty pastries, such as butter cream, cinnamon, licorice, and sugared almond. More provocative brights include jewel and ripe-fruit colors, and even the dangerous color of Absinthe Green.

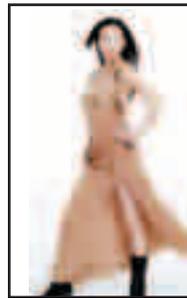


[www.bkwatchfair.com](http://www.bkwatchfair.com)

## Urban Trends in Asia

By Karen Tat

Fashion lets us express who we are and how we want to be seen. In expressing ourselves, we sometimes set trends. Trends have a lot to do with lifestyle and with locale. Those found in New York would be very different from those in L.A. Being a fashion mer-



chandising major, I love to walk around cities to spot new trends.

Over the winter break, I had the

pleasure of being able to travel to China and Hong Kong where I found "trend-spotting" even more interesting. Shopping in Hong Kong and China is quite different from shopping in the states. People in Hong Kong prefer chain stores and specialty store, while in China shoppers like having department stores and mini-malls where they can compare quality, price and style. The difference in lifestyle also brought about a different kind of trendsetting in Asia, even though they often look to western idols. In China and Hong Kong, people prefer comfort and quality above anything else in their fashion wardrobe. That is not to say that style is not a consideration.

Celebrities are often looked to as role models in fashion. In China and Hong Kong, people prefer celebrities to be of their ethnic origin. Singers and actors grace magazines and appear in concerts wearing their wildest ensembles. Carina

Lau is one of the most admired actresses in Hong Kong. While in Hong Kong, I noticed a lot of color and a "punk" sense of style with lots of colors and patterns.

Asia likes the inspiration from Europe and America, but they also like "in-your-face" colors and patterns.)

I could only describe what the teens wear as "punk with a colorful twist." China, on the other hand, seems to prefer a more conservative look, while valuing brand and prestige. In China, names such as Valentino, YSL, and Prada name are very sought after. China associates fashion as more of an indicator of social status than of personal taste.

I found accessories in Hong Kong and China the most fun to shop for because they're funky and oh-so-adorable. Jewelry, handbags, and many, many phone accessories can be found.

Many shirts, bags, and other fashionable wear have a lot of colorful patterns and cartoons.

It seems that the trend in Asia is name brands, color, color, and more color.



[www.facepalm.blogspot.com](http://www.facepalm.blogspot.com)

## Beauty Trends for 2005 It's a rainbow

By Lauren R. Newmark and  
Jacquelyn Kerrigan

Bright is back! This season, we are seeing bright colors all over the runways — from New York to Paris and everywhere in between. If you are going to buy one new thing this season, make it an intense-colored eye shadow. Gorgeous eye-popping shades, ranging from electric blue to mint green and violet, are featured such

industry gospels as **Women's Wear Daily** and **Elle** magazine.

Not only are bright colors trendy, but they are also extremely versatile and can brighten up anyone's complexion. If you want this look, try MAC's Eye Shadow in Jasmine, Meadowland, Metamorph, or Pink Papillion.

We are also seeing bold colors in lipsticks and nail polishes. Berry-stained lips were also spotted on the runways during Donna Karan, Marc Jacobs and Michael Kors shows. For this dazzling look,

we suggest Dior's Addict Lipstick in Movie Rose. Nail-polish colors are in all shades of the rainbow from bright oranges to deep purples; we suggest OPI's Asian-inspired, hot-pink hue, "You're a Kabuki Queen."

Another huge trend is looking like you just stepped off the beach, so getting a "faux glow" is a must. It's as easy as 1-2-3 with Benefit's newly reformulated line of Glamazon liquid-bronzing products. Warm up to the colors and shine!

## Celebrity Profile: Sarah Jessica Parker

By Nicole Manning

The '30s had Dietrich, the '40s had Bergman; we had Marilyn and Audrey, and eventually Madonna. The list goes on. Fashion icons of generations past and present.

One could argue that our generation lacks a single icon that successfully represents our time. Sure, you could pick one of many: Nicole, Beyonce, Renee, Halle, Angelina, Julianne, any of the Jennifers ... or any of the Kates for that matter. But one woman seems to not only present us with her own quirky style, but also manages to emulate a style that represents the ideas, events, and beliefs of our decade — Sarah Jessica Parker, aka Carrie Bradshaw.

They're one and the same, are they not? After all, few actresses, even the most stylish, could successfully pull off the unique outfits Ms. Bradshaw did as she strutted

down Manhattan streets. Her character's style opened up a door for women everywhere that ushered in a breath of fresh and fashionable air. It



allowed women to mix and match Manolo Blahnik sky-high heels with Levi jeans and Hanes men's T-shirts. Consider her odd pairings of retro-50s full skirts (reminiscent of June Cleaver), topped with a vintage rock-concert tee (think Joan Jett). Never before was it so acceptable to not match! The chance to mix it up and step outside a particular

color family became chic and inventive, rather than a crime against fashion.

What better way to represent the new millennium than by taking traditional and old-school styles and pairing them with new, designer, and fashion-forward pieces. It embodies the way the generation thinks. It's serious fashion, without taking yourself too seriously. A certain light-hearted spirit under the grim surface of tragic events. A call for the new without abandoning the honorability of the old.

Parker has embraced this philosophy. She doesn't just wear the clothing, she puts her personal stamp on it. You must exude a sense of confidence and comfort in not only the outfit, but in your own skin as well. In this way, Sarah Jessica Parker stands out as a true fashion icon of our time.

## Glimpse of Magic

Continued from Page 1

to them about some of their experiences in the sewing labs to find out just how much time they put in to get their pieces perfect and in the show. Andrew Glenesk, a designer from last year's show attempting to enter a four-garment collection this year, said, "I'll be living in the lab; no, seriously. I'll go home to shower and change and then I'll go



*"I look to seeing my sleep-deprived friends at the most ridiculous hours of the night."*

Eun Lim

back." We're looking forward to seeing his dedication and passion shine through in his designs. Other designers commented on the sewing-lab experience and talked about the essentials to getting through. Eun Lim said, "I look forward to seeing my sleep-deprived friends at the most ridiculous hours of the night. That's usually when things get crazy. Music is crucial for survival, and so is coffee."

All the designers we spoke with said they loved what they're doing. Staci Jacob, an inspiring designer who is also the secretary of the FIA, said "The work is what makes it worth it. After all, if it was easy anyone could do it. I live to design. I think I if you locked me in a prison cell I would be making dresses out of toilet paper and dust bunnies." In the end they all agreed that it was worth the two seconds their designs would strut the catwalk.

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# The Price of Owning Designer Handbags: It's on the Rise!

Lindsey Kuperstein

Unlike high-priced, couture-esque shoes like Jimmy Choo and Manolo Blahnik, which have only become household names in the past seven years with the popular television show *Sex and The City*, expensive designer handbags have remained popular since the '40s and '50s.

Although some critics would remark that these handbags take away from the elite ambiance of couture clothing, it has not stopped major designers like Dolce and Gabbana, Giorgio Armani and Chanel from cashing into a multi-million-dollar industry that seems to be increasing each year.

Why not? Unlike couture clothing, which seems to be on a decline in the last ten years, there seems to be no limit to how much a woman is willing to spend on a certain designer's handbags. Perhaps the best example of this would be the Hermes Birkin Bag; not only will this exclusive bag set the buyer back \$5,000, but there is a five-year waiting list attached. Furthermore, it is not even the style, shape, leather or colors that attract women to this mortgage-required-handbag, but the label that screams "I can afford anything!"

Last year's Louis Vuitton Murakami bags are another example of this costly trend; this handbag began at a measly \$900 and carried a waitlist that was topped by actors, recording artists and other celebrities who were dying to get their hands on a handbag covered by brightly colored, Japanese cartoon characters. This year, we are once again seeing designers attempting to catch this wave of high-priced accessories. Coach, a brand known for its small leather



goods, included a \$5,450 alligator satchel to their Spring 2005 collection. Is it all getting a little ridiculous?

Perhaps the increased prices are due to the large number of fake handbags that are becoming increasingly available on the "black market." Bags that would originally cost at least \$500 retail are being sold throughout America for as little as \$20. Many people would assume that these



Photos: [www.style.com](http://www.style.com)

brands are not being affected by small markets selling knock-offs and, after all, isn't that the nature of the fashion business? Think again. Louis Vuitton saw their sales drop dramatically with the increased numbers of imported counterfeit handbags. Even though law enforcement have began cracking down on the vendors set up along New York City's infamous Canal Street in the

last year, Louis Vuitton has lost almost all of their lawsuits attempting to stop their trademark brand from being replicated. Perhaps the main reason the price of designer handbags continues to climb to record highs is pure demand; the

more we are willing to shell out for a single handbag, the more these brands are going to continue to push the price further. Retailers are beginning to take notice and they are beginning to take advantage. Where will it end?

## Glimpse of Magic

*Continued from Page 9*

As the designers do their part to create stunning and original designs to enter in the show, the FIA board has the huge job of organizing and perfecting the show. The Philadelphia University Fashion show is without a doubt one of the city's biggest fashion events of the year. Therefore, it encompasses much preparation and hard work in order for it to run smoothly. The FIA board includes a talented, dedicated and professional group of fashion majors who are leaders to admire. The show preparations are on going throughout the semester starting with the selection of models. Next, images for press and t-shirts, which are original designs from the fashion community, need to be voted on by FIA. From there the board members use their excellent networking skills to contact companies to donate T-shirts and gifts for goodie bags. This is just the beginning of the tasks that the FIA Board will deal with. Prior to the show, there are also decisions to be made about the DJ, themes, the backdrop and set up, and the organization of the 200+ garments that will be entered in the show. Each garment needs to be photographed with the model that will be wearing it and placed in order in which it will appear in the show. Talk about tricks, the members of the FIA board are quit the jugglers and deserve degrees in time management when they are done with this event, not to mention their actual schoolwork. What seems to keep them all driven is the

excitement and anticipation of the big night. They really are a team and an inspiring one at that. We asked Staci Jacob, what her favorite part of the show was and she said, "The tension in the five minutes before the show starts...we all pray together backstage, and then we go to our posts. When you spend almost 8 months preparing for the show, you blink your eyes and its over. Just going out on the stage and bowing after all the time and lack of sleep in the big bright lights, you can't see the people in the audience...there is nothing like it".

Of course behind all these great student leaders there has been an outstanding mentor to show them the way. Clara Henry, director of the Fashion Design Program, has nurtured the students and guided the show over the years as it grew in scope and moved from Althouse Hall on campus to its current venue, Philadelphia's Academy of Music. "Clara's enormous talent and energies are evident in the show and in the student designs" said Patricia M. Baldrige, vice president for Public Relations and Marketing. "We work closely with Clara and FIA each year, and we witness firsthand her dedication to working with students to perfect all the details of the show. She is a creative leader and outstanding mentor."

Truly, Staci Jacob hit the nail on the head. There is nothing like the Philadelphia University Fashion show. Dedicated to its success are the designers themselves, the FIA board members and Clara Henry. Styleline applauds our devoted fashion community for spectacular show. Bravo!!

## Doggy Fashions

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ensembles for the well-dressed dog. These doggie outfits will be included in the FIA Annual Fashion Show, bringing attention to a nonprofit organization called Canine Partners For Life (CPL).

Alumnus Irving Gerber '69, lends his support and expertise to the organization in many ways, including marketing and public relations. CPL's mission is to train and provide service dogs to the disabled and physically challenged of all ages to assist them in daily living.

And, although doggy couture is fun, Gerber states that the CPL is striving to "make the public and designers aware that the disabled are fashion-conscious too, and to keep them in mind when designing in the future."

All in all, the phrase "man's best friend" has taken on some new meanings: "man's shopping buddy," "man's personal Barbie," and "man's newest fashion accessory."



CPL's "Buckley" in his work uniform. Très chic!

## Vintage: Looking Forward to the Past

By Gina Cicalese and Christina Wong

Fall 2004 fashion trends were vintage-inspired with these standouts among the best:

- **Skins.** Crocodile, lizard and alligator leathers were featured on bags and shoes.
- **Fur.** Gone are floor-length mink coats, and in their place was romantic fur, along with fur trimmed suits, coats and capes.
- **Skirts.** Hemlines took a major plunge in 2004, resulting in A-lines and 40s pencil skirts.
- **Costume Jewelry.** Chandelier earrings, bangles, pearls, and brooches were piled on in 2004.
- **Rich Fabrics.** Tweed, silk, chiffon, and satin was mixed together for trendy, contrasting finishes.

Top trends for Fall 2005 are once again vintage-inspired and reflect styles of the past. You'll be seeing:

- **Empire waists, corset tops, and velvet dresses** that were all the rage in the 19th century. Once again they're en vogue, as seen on the runways of Oscar de la Renta, Proenza Schouler and Matthew Williamson.
- **Bright, geometric blocks of color** that were extremely popular in the swinging '60s. This trend was heavily featured in Marc Jacobs's line for fall. Another popular '60s trend that always makes a comeback is the peasant skirt. This time around, the peasant skirt is full, embroidered, and worn with chunky jewelry and flats.

- In the overly decadent '70s, **shiny metallic clothing and over-the-top fur coats** reigned supreme. These styles are back on the runways of Vera Wang and Carolina Herrera. Even looks from the excessive '80s are back. **Menswear on women**, such as gray power suits by Michael Kors, will be a welcome break from the overly feminine styles of last fall.

The appeal of vintage is that it stands the test of time. Shop South Street for affordable vintage garments at such stores as:

*Philly Vintage,*  
530 South Street  
This shop specializes in fashion trends from the '60s, '70s and '80s. All the clothing is well-priced and in excellent condition.

*Retrospect,*  
534 South Street  
This giant store carries a wide range of vintage items, including clothes, furs, jewelry, shoes, bags, belts and furniture.

*Time Zone,*  
535 South Street  
This spacious shop is two stores in one. High-end British clothing, shoes and accessories are on the first floor. Colorful vintage suits and pants from the '80s and '90s are on the second floor.

# Bathing Suit Blues

By Jillian Godfry

It's that time of year again; time to get into a bathing suit. While many girls dread the way their bodies look in their suits, it's probably just because they aren't choosing the most flattering styles for their body types. Thin, thick, short, tall, flat or big busted, any girl can look beautiful and sexy in a swimsuit if they follow a few key factors. Size is a big one, when buying a swimsuit, just like all clothes, everything fits differently, so be open to going up or down a size, no one will ever know, but they'll probably notice if you don't.



Play down wide hips with a low cut bikini bottom, such as a triangle bottom to minimize. To control a big bust, make sure to get wider straps and wire, if needed to give extra support. For girls with short thicker legs, definitely avoid all boy shorts, try a bottom that cuts higher on the thigh. If you're thicker around the waist, a one piece helps to flatten a belly. Go for a fun neckline, like a halter-top, but avoid busy patterns.

Girls who are straight, with no defined curves, try bottoms that tie at the waist, giving an illusion of hips and an enhanced bra top. Don't worry what the latest styles and trends are; think about what looks good on your body, not someone else's. Just remember, no ones body is flawless; so hit that beach with confidence.

## Events Coming Up in Fall 2005

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

### September

Welcome Back Day for Fashion Designers

### October

Saks Fifth Avenue sponsors "Key to the Cure"

### November

Fashion Group International Career Day  
F.I.A. New York Trip  
The Target/CFDA Design Initiative  
Wool Fashion Design Competition  
Coates Brothers Design Competition  
Alpaca Design Competition

### December

Design X Show

*Details of these competitions and special events may change.*

*Fashion Design students: Please check your email for news and updates on special events, competitions, scholarships, etc.*

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