

Clara Henry's Devotion to Design

By Leah Matthews

Every student studying fashion design at Philadelphia University has heard the name *Clara Henry*. But do they really know who Clara Henry is? Clara Henry is the director of the Fashion Design Program at Philadelphia University. She has input in a variety of aspects of the fashion-design program, ranging from study abroad, to the annual fashion show of student designers, to the continuous emails informing fashion students of upcoming career and scholarship opportunities. Not only is Prof. Henry willing to give a helping hand to any student, but she has gone out of her way to improve the learning environment for fashion design students.

Prof. Henry has enhanced our learning experience by developing a strong and well-regarded fashion-design study-abroad program. This allows students to travel overseas and learn the fashion design industry on a global level. All of the students who participate in this program enjoy the variety offered in the learning environment. They also become accustomed to the cultural diversity of the area and many have become fond of the cities. Information and techniques that students gain from study abroad is shared with other design students, benefiting the fashion-design



*Congratulations
to FIA and all of the
students in this year's
Fashion Show.*

community as a whole. The knowledge and experiences the students bring back is priceless and unforgettable.

Prof. Henry is very easy to talk to and students feel comfortable approaching her when problems or questions arise in their educational journey. She dedicates herself to helping students get their foot in the door of the industry with great internships and ultimately, a great job. In addition, she offers the strength many students need to help them achieve their goals and dreams.

Prof. Henry is also credited with developing a relationship that led to a \$250,000 gift that funded the fashion design CAD lab. This lab continuously benefits innovative designers who are integrating digital technology into their fashion-

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colors drench the building from the roof to the ground, and a sign adorned with the palm tree logo make me feel like I have suddenly entered the sanctuary of sunny Palm Beach. Practically located in the backyard of King of Prussia Mall, *Lilly Pulitzer* has made a colorful and successful home for itself.

The story of Lilly Pulitzer is one of great inspiration. It all began when Lilly, a young woman from New York married and moved with her husband to Palm Beach, Florida. After a while, Lilly decided to open up a juice stand, although the juice isn't what made a splash. Lilly's customers began to complement her on her brightly colored dresses that her dress maker had made for her. The dresses were cotton sleeveless shifts, which later became the Lilly signature piece. Once women started asking more about the dresses and less about the juice, Lilly quit the juice business and started designing. Throughout the sixties and seventies, the Lilly Pulitzer line became a huge success, with a customer base that included Jackie Kennedy. After years of accomplishment from creating classic colorful dresses and casual wear, Lilly decided to retire. In 1984, she left Lilly fans in the black and white.

Fast forward to nine years later when the *Lilly Pulitzer* line was brought back to life. A re-birth of color! Jim Bradbeer and Scott Beaumont, President and CEO respectively, of Sugartown Worldwide Inc. bought the *Lilly Pulitzer* line

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Painting the Town Pink and Green

The re-birth of the colorful past of Lilly Pulitzer®
By: Danielle Balali



Driving down Allendale Road in King of Prussia, I can't help but notice the large amounts of booming businesses. Buildings in shades of reds and browns line the busy streets. Although once I take a turn down Third Avenue, I suddenly get the urge to reach for my sunglasses and a tropical drink! Nestled in the corner of a cul-de-sac stands the *Lilly Pulitzer* Headquarters building. The signature pink and green

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.

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From the Editor



Danielle Swain

To the University Community and Beyond,
I am excited about this issue of *StyleLine*.

With the enthusiasm of our writers, it's the best yet. The world of fashion is so large and diverse, and we are interested in every aspect. It is our goal at *StyleLine* to inform people about the latest happenings in the fashion industry, and to increase awareness of the importance of fashion our world.

With focus on the latest accessories, color, and campus trends, you can be sure to be in style this summer and not break your bank! This issue also covers the latest news on Philadelphia University's alumni, new technology in the apparel industry, international trends, and issues in the fashion industry. There is something to pique everyone's interest.

As every fashion student knows, Philadelphia University's Annual FIA Fashion Show at the Academy of Music, is a huge event. Our students work incredibly hard to bring their ideas to life. It is a night not to be missed. To view creativity at its best is inspiring and beautiful. Congratulations to each designer on their hard work and endless determination.

I would like to thank everyone who contributed to *StyleLine*. It is because of you that we have such a great issue. Your endless enthusiasm and talent makes my job great! Special thanks to Clara Henry, Doreen Burdalski, and Freddi Ford. Without them, this issue would not be possible. It is your love for this newsletter that makes it what it is. Your guidance and enthusiasm are unparalleled.

Many thanks to all.

Danielle Swain
Danielle Swain

Can Women Really Design for Women?

By Lindsey Kuperstein

Despite the success of both past and present female designers, today's women seem to be gravitating more toward designing men's lines, as is evident by the overwhelming success of new, as well as established, male designers. While Coco Chanel will always be remembered for her trademark little black dress and perfectly tailored suit, and the name Donna Karan will forever be synonymous with comfort and elegance, there is a certain *je ne sais quoi* about the thoughtful and brilliant new collections of today's young artists such as Zac Posen, Marc Jacobs, Narcisco Rodriguez and Peter Som.

Perhaps these designers have found success *because* they have strayed from the down-to-earth philosophy of their predecessor Donna Karan, who believed in designing realistically for a woman's body what does and does not flatter based on her own insecurities as a woman.

Male designers clearly cannot design from this point of view; instead, the woman's body is a beautiful canvas to be accentuated through clothes. He designs based on a creative concept inside his head that is meant to make a woman *look* sexy and beautiful, rather than a concept that will make a woman *feel* sexy and beautiful. While this idea may seem backwards, because the fashion industry has always been in the control of the consumer rather than the designer, it appears as if the female consumer is fascinated by what these men are creating and defining as sexy; as if by purchasing their clothes, in turn, they will be sexy in other men's eyes as well.

An extreme example of this phenomenon is the continued success of homosexual men in the fashion industry. While it would be incredibly

intriguing to believe that all gay men are born with a creative gene, there must be a more rational explanation for their continued success in design. Like their straight colleagues, homosexual designers also create their collections unaware of the practicalities that plague women designers; and while their straight counterparts are still restrained by their sexual relationship with the female sex, gay designers see women as a fantasy and design with that vision in mind. Michael Vollbracht, the current designer of Bill Blass, said "he believes that gay men are demonstrably superior at design, their aesthetic formed by a perception of a woman as an idealized fantasy."

While it is undeniable that today's fashion industry is shifting, it appears as if one of the major trends, in order to be successful, is to abandon the realistic design of the 1980s and '90s and design with sex appeal in mind. Having said that, it is, without a doubt this development is making it extremely hard for young female designers such as Behnaz Sarafpour, Alice Roi and Tara Subkoff to break into the business be successful. Perhaps, however, if these fresh, new female designers are determined and able to prove to their consumers that they believe in the woman's body and want to accentuate its beauty without trying to hide or change it, they may be able to set the path for a new class of women designers.

Wilson, Eric. "In Fashion, Who Really Gets Ahead?." *New York Times* 8 December 2005, Late ed.: G1

Focus on . . . Trends

What's Hot on Campus? Classic Prep Meets Chic Punk and Goth

By Brittany Bauma

As a student here at Philadelphia University you have to notice the very diverse fashion trends around campus. Or, maybe you're too tired or focused on your work to notice, but are curious about this. I was a little curious myself. Aside from the everyday roll-out-of-bed trend of sweats, or the biggest shoe trend on campus, Uggs, there are other fashion trends around campus. Going to a school where a great many of the students are majoring in the fashion area, you would have to hope that many of the students know how to dress; for the most part, I believe they do.

The first trend I noticed around campus was the very preppy blazer look. Many of



Photos By Brittany Bauma

the girls were seen wearing cute, feminine blazers that said "preppy." This trend also seemed popular with the guys, although you will rarely see guys around campus dressed up for class. But, the few I did see were very prepped out. Sporting this look are (pictured) Aimee O'Neill and Kelly Bain. This trend is also very popular for spring. According to *Philadelphia Style* magazine, this look is popular on the runway and for the spring season. Obviously, these girls know how to dress!

The second trend around campus was a punk/gothic look. Many students were seen with accessories and apparel supported with band shirts, rosaries, skulls, and vintage articles that give a chic look to the punk and gothic trend. This look is also in for spring. In the February issue of *Elle* magazine, there was a whole section dedicated to the "New Goth" and punk look for spring. This look was popular on the runway as well as on campus. Modeling the punk look are (pictured) Sarah Tool and Lacey Wuethrich. You can see that these girls give the punk

and Goth look a sense of chic. Sarah's black apparel, along with her rosary, complete the new look. Lacey's punked-out look is complete with vintage Reeboks and a MTV T-shirt. This look for guys around campus was seen mostly with band apparel and clothes with skull logos.

It is apparent that the stylish students at Philadelphia University have their finger on the pulse of the latest trends. They love fashion, and stay current and creative with the latest looks off the runway.

Spring into Fall!



Left: Shows black and cream with a wide red belt. Designer: Fendi, Middle: Shows little plaid shorts with a sweater and boots (a combination of spring and fall looks). Designer: D&G Dolce and Gabbana. Right: Shows lace as an appliqué, wide belt, and a fur collar. Designer: Andrew Gn. Photos from Style.com

It's no surprise that the spring and fall trends for 2006 are almost completely different. The flowing, feminine feel of the spring collection rivals the strong urban-power clothes that are being shown for fall. Even though they are two extremes, there are a few subtleties that can bridge the transformation from one season to the other. All of the creamy lace tops of spring can be layered under large, cable-knit sweaters with deep V-necks to add texture and presence. Also seen under a sweater is the spring dress or skirt; just add knee-high boots for one of those in-between days. Lace also makes a comeback as an appliqué on skirts and woolen peacoats that are great for the colder weather.

Remember that wonderfully large belt you put over your spring dresses? Transfer it right to your fall trenches and sweaters to add some standout color. The oversized bags can also follow suit. Buy little plaid cuffed shorts for the spring and wear them with a T-shirt and wedge espadrilles. Move them into fall with legwarmers or boots and a sweater. Black and white is another huge crossover trend. Its classic elegance will never cease to impress. The bright whites used for spring are toned down a bit in fall, so try a black paired with a milky cream. Neutral basics and staple items are also big but added to them is a vivid shot of color in a silk shirt, a

Focus on . . . Style

The Look for Less: Be Bold with Bright Colors

By Danielle Bacigalupa

For the Spring/Summer 2006 season, push the black to the back of your closet. Bright colors and bold prints are back for the warm weather. From classic cotton to luxurious silk-chiffon, bright colors were seen in a variety of fabrics all over the runway. Designers such as Diane von Furstenberg, Dolce & Gabbana, Roberto Cavalli, and Celine embraced bright colors in both solids and prints. Their designs can be worn during a day in the sun or for a fun evening out.

In this look from Celine's Spring/Summer 2006 collection, she uses the bright color trend with the tangerine picnic dress and also with the red

silk-twill scarf. This bold look is topped off with a chestnut-colored, cropped leather jacket, a small handbag and brown pumps.

While this look from Celine is beautiful, a similar look can be easily achieved by spending a fraction of the price. The main piece of this outfit is the tangerine picnic dress. Since bright colors are big this season, a comparable dress was not difficult to find. Anthropologie provides a bold orange jumper for \$98. Anthropologie's orange jumper is not only the same color as Celine's dress, but also has a similar above-the-knee cut. I found a fitted, brown leather blazer on sale for \$99.99 at Wilsons Leather. Although the leather jacket by Celine is slightly shorter, the Wilsons Leather Yoke-Seam Blazer creates the same basic look. For the shoes, Payless' Kallio Chop Out Ankle Sandal is a bargain at \$19.99. The final touches on this outfit are the handbag

and the headband. The handbag can be found at Payless as well, for only \$17.99. Lastly, the red headband is available at Urban Outfitters for \$16.

Getting a look comparable to what was seen on the Celine runway was easily accomplished for about \$250. Looking just as good for less than half the price what more could you ask for?



Legs are Back!

By Denise Baumgardner

Milan, located in the Lombardy region of Northern Italy, is one of the most notable world-fashion capitals home to Prada, Missoni, Versace and Armani. The list of fashion A-listers goes on and on; however, what interested me was how people in a city such as Milan translated fashion into their own daily lives. Stores were full of early spring lines showing that spring in Milan would be a colorful one, especially where legs were concerned. It's apparent that footless tights are coming back on our side of the pond, but they are back with a vengeance in Milan's spring forecast. Tights were everywhere, from specialty hosiery chain stores to boutiques and department stores.

Not only were stores selling crazy fashion-forward designs, but every woman from two to 92 was wearing them. Even men's socks had taken on a colorful, pattern-healthy look of stripes, florals, dots and paisleys. The most interesting and surprising thing in legwear was the reinvention of the one piece skirt/leggings set sold together and usually attached in one piece. These sets were everywhere, paired with everything from super-micro denim minis to stretch-terry bubble skirts. Many times the skirts and leggings were coordinating prints. These sets avoided being 80s repeats by the choice of colors and patterns used. Many had a nautical type theme with navy blue and white stripes and many others showcased wild prints in coordination with pin stripes. If Milan fashion is any indica-

tor of what is to come here, get your legs ready. The days of choosing denim, khaki or black are over ... colorful legs are back!



giant needle and thread sculpture at Codorna in Milan.

Pret a Porter Paris

By Kaitlyn Phillipa

In Fall 2005, I studied abroad at the American Intercontinental University in London. For my internship, I was assistant designer for Daniel Blake. When I arrived in October, he was starting production for both his Spring and Fall 2006 collections. I was able to assist through all phases of development in the fall line, while finishing up production on the spring line until I returned to the U.S. in December.

The samples for the Fall '06 collection had to be done by the first week in February for the Pret a Porter show in Paris. Daniel had invited me to the show because of my intense involvement with the collection. Participating in the Paris show was an amazing prospect. After all of the late nights and frustrations that we endured throughout the process, I was eager to see the results of the work.

I met Daniel in London and then traveled to Paris to help set up his assigned booth at the show. He was in the *Atmosphere* section, which included high-end and avant-garde designers. It was a remarkable experience to be a part of such a huge international trade show, where I presented Daniel Blake's new collection to potential buyers, as well as existing clients. It was a true hands-on experience of the international fashion industry on an entrepreneurial level. My entire time spent working for Daniel Blake was a priceless experience. Visit his website at www.danielblake.co.uk.



From left to right are Yas, his patternmaker, Kim, his seamstress, me, and Daniel Blake.

Focus on . . . Accessories

By Danielle Swain

Shoes:

Summer is around the corner, and with it comes the latest styles in shoes. The warm months are times for women to show off their feet and new shoes in all their glory. Gone are the huge wedge heels and platforms of last summer; this time around it's all about comfort and quality of workmanship. Flats reign supreme with intricate attention to detail and are made of canvas, smooth leather, and soft fabric ties to ensure the highest level of comfort and style.

Shoes this summer have a more relaxed, functional feeling about them, which is

achieved with soft, rounded toe shapes, soft and small heels, and simple silhouettes. To constructions vary from highly structured with intricacies to soft and unstructured. Texture and attention to detail is key for this summer season. You can expect to see many shoes that combine different fabrics and materials. There is a new emphasis on hand craft and detail, and it's certain you will see hand-stitching, decorative elements such as bells and feather ties, and other details in the most fashion forward stores.

Every girl will be walking around in style this summer. The shoes this season

Why not Accessorize Animals?

By Kelly Zavoral

New trends constantly come and go. One hot, new trend is dog accessories. A Philadelphia University alumna, Kelly Johnson'02, recently took on the challenge of opening a dog boutique called "Pooch."

When Kelly graduated, she bought her first pet, an Australian Silky Terrier. Finding it difficult to find accessories for her dog, she either had to order them on the Internet or buy them at specialty stores. This opened her eyes up to the dog-accessory business.

Kelly wanted to stay in Philly, but wanted to have the perfect location. It initially took about three months to open "Pooch." Located at 2020 Locust Street, it has enjoyed great success since opening day. The first year "Pooch" opened, it was featured in *Forbes Magazine* and *PhillyStyle*. The store also won the Best of Philly Award in 2004 and 2005. And, it has been in the last three *Times Philly* issues.

"Pooch" sold just accessories for the first year, with few custom-designed items. They were such a success, that the following year she started a pet-sitting service that offers dog walking, feeding and playtime. It was another great success for "Pooch," and so, the third year she opened a grooming salon. "Pooch" has two groomers and either she

or her business partner walk the dogs.

A movie scout spotted the store and "Pooch" was featured in the film, "In Her Shoes," shot in Philadelphia. You'll see shots of the store front, the interior and the grooming salon.

Kelly said the business has gotten more challenging over the years because the dog-accessory business has become so competitive. More and more dog boutiques are opening, one just down street from "Pooch." Hopefully, Kelly added, she will be opening another boutique in a year with a concentration more on pet-sitting and grooming.

Her advice to graduating students is, "Before you own a business, get a feel for it by working in it."



are incredibly versatile; you can dress for day or night and never have to worry about what shoes you're going to wear! The higher quality of workmanship this season guarantees that whatever style you buy, they will be a hit everywhere. With a good pair of comfortable flats, who needs sneakers?

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Focus on . . . Textiles

Textile Industries Latest on Fabric Finishes

By Jillian Godfry

The textile industry is always coming up with new ways of making our ordinary clothes even better. NanoTex is a company that specializes in doing just that. Clothes made with NanoTex repel and release stains. Its spill-resistance keeps stains from soaking in. Liquid and oil-based spills, such as wine and juice, bead up and roll off. It is also stain-releasing, meaning that the stains that set will come out easily. This enhancement is usually applied with a pad when it is in the fabric stage of development, but full garments can be dipped or sprayed as well. The NanoTex is permanent because it attaches at the nano or sub-micron level of the fiber. It is undetectable to the human eye and designed to last for the life of the fabric. The best part is that since it is not coated, the fabric remains breathable and retains its natural softness for maximum comfort. This sounds almost too good to be true, but for the busy college student who wants to look nice but doesn't have time to worry about getting down and dirty, it's perfect. Apparel made with NanoTex isn't hard to get; you may already own some pieces without even knowing it. It's sold in Hugo Boss, Eddie Bauer, L.L. Bean, Gap, Old Navy, Nordstrom, Bloomingdale's, Brooks Brothers, and many more locations.

Focus on . . . **Models**

Are Supermodels Good Role Models?

By Danielle Swain

Ever since junior high, my walls have been covered with pictures from fashion magazines showing the most popular models wearing the latest season's designs. These models represented the epitome of beauty to me, and I wanted to be one of them. As I think back on how I used to view these icons of beauty, I can't help but feel there was negativity in my idolization of them. Beautiful and fashion-forward, yes. But are supermodels the right role models for women, both the young and the mature?

When fashion model Gisele Bündchen hit the big time, many in the fashion industry said that with her came the return of curves; the 'waif' look was over. But, is it reasonable to say that Gisele is a curvy woman? When compared to the average woman, the answer is no. If Gisele is curvy, than what is the average woman, overweight? I feel that this unrealistic idolization by the fashion industry and many others has a negative effect on the personal esteem of women everywhere. It sends the message that to be beautiful and fashionable, a woman has to be thin.

Some advertising cam-

paigns have gone against the norm of the typical fashion advertisement. Nike and Dove, for example. The first advertisements I saw for Dove's Campaign for Real Beauty were in the subway in London. There they were—women of all shapes and sizes photographed in their underwear, all smiling. I couldn't help but smile and think to myself: Finally, real women being shown in all their natural glory!

More ads followed, showing women, young and old, with wrinkles and freckles, and every other so-called 'imperfection' that makes each and every woman an individual.

Another issue with supermodels as role models has

nothing to do with physical appearance; it is their behavior. Models such as Kate Moss being photographed partaking in drugs does not send a positive message to women, especially young girls. Do young girls think that drugs will help them live a cool and fashionable lifestyle? I don't even want to find out the answer.

But, I pose another important question: Is this the sort of message we as women want to be sent to our daughters, sisters, nieces, and friends? A better role model for would be intelligent, independent, females such as Helen Thomas, who has questioned our government's actions and policies for more than 57 years

with ferocity and tenacity. Or, how about Sally Kristen Ride, the first American woman in space?

Role models for young girls and women do not have to be famous. They can be a close friend or relative, a teacher, a professor, a coach; the possibilities are endless. For me, it is my mother. Her inner goodness outshines the beauty of any model.

Models such as Kate Moss and Gisele Bündchen are successful because they are good at their profession. They are physically beautiful, as well. But is too much value placed on one's physical appearance? Maybe, it is time to not to just idolize someone for their beauty, but for what lies underneath.

For more information visit



Focus on . . . Retail

Hunting for Fashion ~ Philly's Shopping Hot Spots By Stephanie Samsel

Philadelphia is a continuously growing cultural and diverse city filled with a popular fashion and shopping scene with a variety of consignment and thrift shops, specialty retailers as well as upscale boutiques. The city of Philadelphia provides great fashion inspiration to designers and encompasses many hidden stores, hot spots and fantastic finds waiting to be explored.

Key shopping areas in Philadelphia include the King of Prussia Mall, The Gallery, The Shops at Liberty Place, South Street, Main Street in Manayunk, Germantown Avenue, Franklin Mills and so many more. Popular stores include Bare Feet Shoes, Guacamole, Blondie, and Green Street Consignment Shop of South Street while Manayunk shines with Bias, Public Image, Tag and Nicole Miller.

There are also many undiscovered, new or hidden boutiques and stores all around the city with great finds for those on a fashion hunt. Specifically ME & Blue Boutique, Molletta and Charlies draw fashion attention in Old City. ME & Blue Boutique mixes vintage and new with a great selection of clothing and their own line of skirts. Molletta sells special handbags imported from Italy, along with modern and hip clothing as well as handmade jewelry. Charlies specializes in jean fitting with over 30 brands, styles and cuts of denim.

Drawing shoppers in Rittenhouse Square is Chic Bella, an upscale women's boutique with high fashion shoes and handbags. This cou-

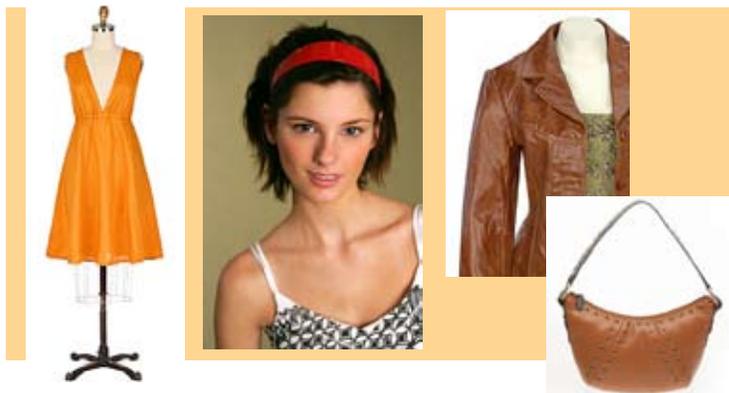
ture apparel boutique "doesn't follow trends but defies them". They have a new jean line coming out for spring called Graff as well as Laundry shoes. Chic Bella has held their own fashion shows and has also worked with some celebrities.

Other places to look for hot items include Mariposa Boutique, Philly Vintage, Donna Bella Boutique, Kimberly Boutique and Elizabeth Maar. Smak Parlour, First Impressions, Smith Brothers, Dress Up Time, Closet Fever and Delicious Boutique & Corseteria are also stores that have received great praise with fashion forward and cutting edge designs in apparel.

Also be sure to check out the newly opened CCBG Maxazria store in Center City,

located at 1601 Walnut Street, displaying both trendy and classy outfits, shoes and handbags for the sophisticated, high style woman. They also carry a large selection of casual and formal dresses for every occasion.

Philadelphia's shopping experience is endless offering something for everyone's personality and unique fashion sense. With such an array of unique finds and luxury brands there is everything any trendy, fashionista could ever want. Be sure to check out all of these hidden stores and boutiques, you will know just what fashion finds you may stumble upon. There are always events, fashion and truck shows held throughout the city each season. If that isn't enough for you, New York City, the fashion capital of world, isn't that far away with a quick train or bus ride. Just as the city of Philadelphia continues to grow, so does the fashion industry in and around the city continue to expand, making this area a hip and entertaining place to live, work and play.



DIY: Fashionably Frugal?

By Alison Duncan

By Alison Duncan

As a campus at the higher end of fashion sensibility, many Philadelphia University students strut their own styles, some with a higher budget than others. However, if you're like the majority of college students, money isn't growing on trees and, more often than not, you're feeling the strain of a less-than-ample fashion allowance. For the times when that closetful of "nothing to wear" is all you have to work with, and for the weekends when it comes down to groceries or new gauchos you'll be happy to know you can affordably and

creatively develop a unique personal style.

There are multiple options for enhancing the clothes you already have. A new patch or perfectly placed rip, layering, or simply playing a little game of mix and match can instantly give your old duds refreshed appeal. You can instantly revamp some old jeans into Bermuda-inspired cut-offs, or transform an old T into a personal novelty with iron-on letters or patches. Outfits can also change with the addition or subtraction of accessories, taking your outfit from day to night in mere minutes.

I talked with sophomore graphic-design student Stefani Beale about dressing on a tighter budget. "Many people think that you can only achieve current trends by pur-

chasing what's brand-new and pricey, but I think new or even better looks can be found on the clearance rack. The clearance rack is underestimated. I think that today it's not about what you wear, but how you wear it," Beale offered. Though not a fashion major, Beale's style is important to her and something she considers whether going to class or to a club. "I have found many great outfits that were affordable. Just because something is on clearance doesn't mean it can't work for you."

In addition to the clearance racks of pricier boutiques and department stores, thrift stores are affordable and often are a gold mine of worthy pieces. Retrospect, a thrift store located at 534 South Street, has a fairly good

variety of clothes at decent prices. However, for the cheapest finds, Salvation Army and Goodwill stores are your best bet. And though the best find is often at the back of the store, the secret to successful thrift shopping is patience. After all, if one fashionista's cast-off is another's couture, then you cannot go wrong in your search!

There's no doubt in my mind that you can be penny-wise and fashionable at the same time. Remember, that your closet full of nothing is, in fact, full, and that cheaper options do not make your look any less worthwhile than the next. Personal style, a little creativity, and a hint of attitude make any outfit one-of-a-kind.

Jill Stevenson Interview
By

"I usually start each month by planning goals for each month and my events. I look at our on order that the buyers send us and plan events around that. We have three sub departments. For example, we just started carrying Juicy sunglasses so we are focusing on Juicy. I set goals, talk to [the visual team] and ask them for ideas, I also call my vendors and see if I can get GWP's (Gift With Purchase) or if they have any product knowledge that I can share with my team. I also try to come up with a crew contest. We receive freight almost everyday. I try to do a large floor move at least once a week. I try to make my floor look new and fresh. Each Monday I talk to my buyers

and inform them on what we need more of or what is not performing well. I also talk to other Accessories department managers and see what items they are doing well in. If they are selling out of something that I have not sold a lot of I ask how they merchandised the item. I try and spend as much time as I can on the sales floor. I like to be able to help my team out and be able to work with our customers. When I was in college I was a history major. I worked at Nordstrom while in college and when I graduated I knew that this is what I wanted to do. I really enjoyed it and am glad I stayed after I was through with school. Then as you probably know... I moved to Houston with the company to open this store."

Clara continued from page one

design studies. This helps the students to not only enlarge their knowledge base, but also enhances their creativity.

And, finally, the event that brings us all together the Annual Fashion Show which has greatly evolved through the dedication of Prof. Henry. She was involved in moving the show's venue from campus to the extraordinary Academy of Music. This change not only gives students a more enthusiastic springboard for their designs, but also adds to the professionalism in their work. Faculty, businesses, students, relatives, and friends all join together in this ceremony celebrating the hard work of the students and recognizing all the people who make the show possible.

Individuals such as Clara Henry impact so many people's lives and influence them to become the best they can be. Without Clara's love for

fashion design and her devotion to increase knowledge, our fashion-design program at Philadelphia University would not be what it is today. Thank you, Ms. Henry, for everything you have done for the fashion-design program and students.

Events Coming Up in Spring 2006

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

January

24 Design X Fashion Show

February

TBA Portfolio Presentation
TBA Fashion Design Rome Exhibit
TBA Trend Seminar

March

TBA CFDA Scholarship

April

TBA Coates Brothers Design Competition

May

6 FIA Annual Fashion Show, Academy of Music
TBA Air France

Details of these competitions and special events may change. For updated information, please check your email.

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

Janelle Sins 'XX interviewed Claire _____ about her position as _____

Janelle: Tell me about what you do on your buying trips to New York.

Claire: The shows in New York are VAST. They are fun, wearing, and tiring while running from place to place trying to find things for people. You have to ask yourself 'Can you sell it?' Buy right. Buy smart.

Janelle: What are some of the obstacles you faced when you first started?

Claire: When we first started we thought we would be successful if we went to every show to try and find new designers to fill our store with. We found that to be too time consuming. Now we stick to the same designer as long as the quality remains high and no one else on our street carries them. Although it does happen- vendors will sell to more than one retailer on the

same street. That's not us. We don't like to carry names that other stores around us carry.

Janelle: How has the buying process changed for you since you started?

Claire: There's a lot of crap out there. We went to shows, saw things and thought "People actually buy this?" There is a market for everyone I guess. Now we are invited to a lot of prestigious shows. [Vendors] will rent hotel rooms and make it strictly invite only. They set up displays of beautiful shoes, jewelry, boots, clothes, and so on.

Janelle: Are the designers usually there at the show with their line?

Claire: Yes, usually. Some of the designers will have a sales person with them.

Janelle: Any advice to future buyers?

Claire: Over buying will kill you! Always buy less, you can always buy more.

Lilly Pulitzer from page 1

and moved the company from Florida to their Sugartown Worldwide office in King of Prussia, PA. Since then, the line has expanded and now includes a "Club" collection, maternity, shoes and home items. While the line has been modernized and updated, the Lilly color and style still shine vibrantly through in shades of tropical colors and easy to wear clothes.

As you probably already know, the hottest item for the summer is the dress. *The Lilly Pulitzer* Spring 2006 line has an array of sundresses that will bring a delicate splash of lady-like elegance to your next summer event. Make sure to match them with *Lilly Pulitzer* sandals and a Bermuda bag! And don't forget to bring along a Lilly sweater for those chilly summer nights.

You can find *Lilly Pulitzer* products in 70 signature stores and 10 retail stores nationwide. Check out the nearest shops in Ardmore, Pa and Marlton, NJ. You can also find *Lilly Pulitzer* clothes in Bloomingdales, Nordstrom, and Lord and Taylor in King of Prussia Mall. Also, don't miss the grand opening of another *Lilly Pulitzer* retail store in King of Prussia Mall happening mid-2006!

This summer, Think color;
Think *Lilly Pulitzer*!
www.lilypulitzer.com

Spring into fall from page 3

fun shoe, or any funky accessory. A brilliant saffron-yellow silk top or a dramatic candy-apple-red blouse can add just enough punch to an outfit to make it stand out. Layering is also big for fall. Add layers to create texture and movement. Blazers, sweaters, shrugs, and accessories are great pieces to layer. Make sure to mix evenin-gwear with casual pieces for day; looking glamorous isn't only for after 6 p.m. anymore. Silk tops under day sweaters and flowing skirts with a casual top make dressing fun. Leather, suede, and fur are huge materials for the fall. Suede gauchos and jackets are great to wear with heavy knits or delicate silks and cottons. When the weather turns colder, wear thick, patterned tights underneath skirts and a fur scarf to keep warm. Also add a peep-toe shoe with a heel to the ensemble to dress up the look. Skinny pants are in and also look great with an amazing high heel. Add a little bit of sparkle with big-linked gold chains, bronzed bracelets or a fabulous pin with a lot of color. Don't be afraid to dress up your look. There is a quiet and secret sexiness about both the spring and fall collections, a little imagination goes a long way. It's a somewhat casual elegance that gives the wearer both a soft yet strong presence throughout the ever-changing seasons. Whatever your style is, just have fun mixing and matching your spring and summer clothes!