

STYLELINE

PHILADELPHIA UNIVERSITY

SPRING 2010

FROM CURTAIN TO CLOSE

PHILAU SPRING RUNWAY

ELYSSA JOHNSON

PhilaU's Fashion Design Program kicked off the spring semester with the annual Design X fashion show. This year's show started to a heartbeat soundtrack, fitting for the medical theme "Fashion Epidemic." Students in the Fashion Design's Problem Solving course displayed unique garments created from unconventional materials. The course pushes fashion design

students to stretch their imaginations and conquer limits on budget and materials. Various challenges have included recycling garments found in a thrift shop to making new ensembles, abiding by budget



DESIGN
BY BIANCA DEPIETRO



DESIGN BY
HEIDI SPELLERBERG & ESTHER SAAVEDRA

restrictions, and using any materials other than traditional fabrics. Students again delivered new insights on innovation and creativity with fascinating materials such as Chinese take-out menus and even cigarette butts. Some inspirations included cloves of garlic, '80s-era tracksuits, Venetian courtesans and jellyfish, just to name a few.

Philadelphia University puts on the largest annual fashion event in the city at the Academy of Music. This year's runway show, under the theme "A Tribute to Elegance," will be held Saturday, May 8 at 8 p.m.

Fashion Industries Association (FIA) is busy preparing for the show as they

produce the entire event from start to finish, including set design, music and model castings. Fashion design students are working meticulously for long hours to perfect their garments, while architecture students work on set design. FIA members are ready to head backstage and dress models, all part of a show that is a collaborative effort across campus.

SPRING RENEWAL TURN OVER A NEW LEAF

NICOLE ENTERLINE

In the fashion world there are still a few trends that can withstand seasonal change. As we move well into the new millennium, it seems as though the "Going Green" trend and eco-conscious lifestyles might never grow old. I doubt Mother Nature is complaining.

During this season of spring cleaning, we might want to re-think which pile is better: "trash" or "keep." For the sake of landfills and closet space, let's compromise and create a new pile: "reuse." Every year almost two million tons of textiles are wasted and end up in landfills. Thankfully, about 48 percent of this waste can be recovered and reused for second-hand clothing.

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WANT MORE STYLE? CHECK OUT [ORGS.PHILAU.EDU/STYLELINE](http://orgs.philau.edu/styleline) FOR MORE STYLELINE STORIES.

THE LOOK FOR LESS FROM RUNWAY TO CAMPUS

ALLISON HAFTEL AND KALI MENTZER

Philadelphia University students are always dressed to impress. Fashion doesn't have to come only at designer prices; it can be affordable too. Students not only keep up with trends coming

down the runway, but they are able to do it at bargain prices.

Around campus, many students show off their unique styles. Similar to Megan Monroe's outfit, it is common to see a multitude of layers combined with tights and socks. Many girls, such as Sarah Sotirin, choose floral patterns with hippy headbands (the bigger the bow or flower, the better!). These two students will also be able to transfer their sweet, winter looks into warm-weather wear with ease. This spring, more girls will be wearing vibrant, high-waisted skirts with belts and vests. Not only was the boyfriend blazer an essential item for the fall/winter season, but it is also a quick, stylish jacket for the spring.

Variations on Monroe and Sotirin's looks are commonly found on the runway. For example, these looks from Rebecca Taylor and Jill Stuart at Mercedes Benz Fashion Week embody the high fashion appearance PhilaU students have learned to capture from wallet-friendly

THE REBECCA TAYLOR LOOK



THE STUDENT LOOK BY MEGAN MONROE
SOPHOMORE, FASHION DESIGN

stores like Forever21, Target, Delia's and Urban Outfitters. Once you know where to search, looking catwalk ready-for a low price is an easily mastered technique.

JILL STUART & REBECCA TAYLOR PHOTOS
COURTESY OF STYLE.COM
STUDENT LOOKS COURTESY OF
ALLISON HAFTEL AND KALI MENTZER

THE JILL STUART LOOK



THE STUDENT LOOK BY SARAH SOTIRIN
SOPHOMORE, FASHION MERCHANDISING

SURVEY SAYS...

KRISTEN FRANK

Students had a lot to say when asked to discuss trends, their fashion pet peeves and some fashion terminology.

Q: WHAT IS YOUR LEAST FAVORITE THING TO SEE A GUY WEAR?

A: "I hate when guys wear plaid shorts with striped shirts!"

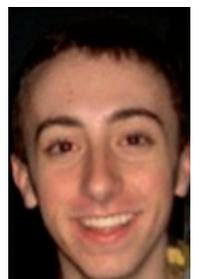
Lauren Timko,
Professional Communications Major



Q. WHO IS THAKOON? A THAI DISH, A WEALTHY AND POWERFUL INDUSTRIALIST OR ONE OF MICHELLE OBAMA'S FAVORITE DESIGNERS?

A. "It sounds like some sort of weird food more than anything. I'll say one of Michelle Obama's favorite designers. I googled it."

Brian Coveney, Finance Major



Q. HOW DO YOU FEEL ABOUT JUMPSUITS?

A. "It depends on the body type. I would wear a romper but not a full-length one-piece."

Liz Ciechon, Marketing Major



PHOTOS COURTESY OF KRISTEN FRANK

A FAITHFUL TRIUMPH AT 'PROJECT OR'

KATYE MARINO

At PhilaU, it would be unheard of for students not to gather around their televisions on weeknights when shows such as *Project Runway* or *The Fashion Show* air. Shows like these make us all want to be a part of the action, but it often seems like only in our dreams could such an opportunity ever come our way.

This past January, senior Faith Anderson was chosen to be one of only five students from across the United States to participate in a semi-annual competition known as "Project OR." This competition was held at the Outdoor Retailer Winter Market Trade Show in Salt Lake City, Utah. Anderson was flown and housed for the duration of the industry event. The executives of "Project OR" selected Philadelphia University to be included in the competition because of our Fashion Design Program's prestigious reputation.

Each season, "Project OR" presents its student designers with a realistic challenge that takes them from idea to concept to an actual prototype. This year's challenge was to create a functional, yet fashionable, winter jacket. The main perk of having this competition take place at a reputable trade show is that all of the suppliers



WINNING DESIGNER FAITH ANDERSON '10 brought their fabrics with them for these lucky students to choose from. The first day consisted of creating their concept board and gathering their materials to present to numerous industry judges. After that, it was 48 hours of hard work and dedication to construct a jacket to be proud of.

Our very own Faith Anderson was chosen as winner of the "Project OR" Winter Market 2010! She explains how this was such a "great opportunity for college students to be exposed to people in the industry, as most students don't get this chance to meet with top companies," and to also have your work recognized on a national level. Not only did she win the competition, but she also received a spread in *Textile Insight* and is invited back for the "Project OR" Summer Market this August to act as a mentor for the next batch of student designers. [READ THE FULL STORY ON THE STYLELINE BLOG - ORGS.PHILAU.EDU/STYLELINE](http://www.orgs.phila.edu/styleline)

The entire experience can be viewed at: www.outdoorretailer.com/winter_market/events_seminars/projector providing photos, videos and information on the competition.

PHOTOS COURTESY OF FAITH ANDERSON '10



WINNING "PROJECT OR" DESIGN

SPRING RENEWAL CONTINUED FROM COVER

Urban Outfitters has found a way to reuse clothing while providing fresh styles for the racks called Urban Renewal. Dayna Haley, a PhilaU alumna and divisional merchandise manager for Renewal, discussed with *StyleLine* the amount of care this brand puts into turning used clothing into one-of-a-kind garments. Since many Urban Renewal items are sold in Urban Outfitter stores, designers must first think of a cohesive look while sketching new pieces and identify key items in sourcing the raw materials.

Over a six-month period, suppliers gather hundreds of pounds of used clothing. When these compacted bales reach Urban's three local sewing contractors, the clothing is first inspected, sorted and then prepped for production. Haley attributes the ten-year success of Urban Renewal to their great manufacturers. Though they encounter obstacles in the assembling of unique garments, Urban Renewal still maintains the high quality seen in Urban Outfitter clothing.

Reusing clothing can be easy. Without spending money or wasting gas, take a trip to the bottom of your dresser drawers. Re-evaluate your closet with Haley's attitude: "A dress doesn't need to stay a dress - cut it in half and make a cropped top." Are you still trying to figure out what to do with those sweaters from Christmas you forgot to return? Why not cut off the sleeves and make legwarmers ... use the body of the sweater for another outfit, belted up as an oversized vest? 'Tis the season to save and innovate.

Happy recycling!

ALUMNI SPOTLIGHT

BONNIE CATTS

Spring is here! Whether you are looking for an internship or getting ready to graduate and find a job, starting your fashion industry career can be nerve-racking. An accomplished alumna, Catherine (Katie) Casano, is here to help with some words of wisdom.

After graduating with a degree in fashion design in 2002, Casano worked for private labels designing for companies such as Wal-Mart, Nicole Miller and Coldwater Creek. Next, she tried freelancing and working on her own line. Currently, she is in her fourth year as a designer specializing in embellished wovens and imports for Nanette Lepore; a job she loves.

“You need to have computer skills, period,” Casano firmly states. She also stresses that, while job hunting, to keep in mind that we are currently in a difficult job market. “Upon graduation, the only job available may not be your ideal brand or style.” Reassuringly, Casano reminds us that it is always possible to work your way up toward your dream position.

She warns, “People are going to be mean to you and maybe make you cry. You will be yelled at and have to stay late. You might not have much of a personal life at first.” Casano stresses that it is important to have a good attitude, persevere and work hard. Eventually, things will get easier. “It is nice to know that all of the hardships you face in the first years pay off later!” she added.

For fashion design students preparing their senior collection, Casano, known to be the occasional industry judge, gives these hints: “It is really important to be technically proficient in terms of patternmaking and construction. If you don’t know how a garment works, you can’t be a good designer,” she says. The number one problem she sees is with poor- or low-quality fabric choices. She cautions to not spend hundreds of dollars on fabric, but notes that four dollars is also pushing it.

Most of all, Casano loves when new designers take risks and aren’t overly influenced by trends, so don’t be afraid to leave your comfort zone – advice for any student entering the workplace.

PHOTO COURTESY OF KATIE CASANO



GLOBAL PERSPECTIVES

A FOCUS ON SOUTH AMERICA

PERU

SHAKIRA WASHINGTON

The Peruvian fashion industry gathered April 28 to 30 at their international tradeshow, Peru Moda, which showcases Peruvian designers and aims to create connections with international retailers. Peru Moda, the equivalent to New York Fashion Week, is considered one of the most important fashion events in Latin America. Veteran designers revealed their latest collections, while new designers and vendors displayed their works. Peru Moda, established in 1998, mixes high fashion with authenticity and traditionalism.

Peruvian fashion encompasses hard lines, with feminine qualities that exemplify sultriness and beauty. Lightweight suits and graphic T-shirts create a more masculine, yet relaxed form of menswear. Jorge Luis Salinas, a graduate of Philadelphia University, combines his knowledge of Peruvian fashion to create authentic pieces that can be fused into any culture. Salinas currently designs an urban base line for Emporium inspired by Peru. Despite his success, Salinas and many Peruvian designers stay true to their heritage. Salinas will show his latest collection for Peru Moda 2010.



PHOTOS COURTESY OF PERUMODA.COM

BRAZIL

ARIELLE SALKOWITZ

Things really heated up this year as Fashion Week traveled to Brazil.

The looks on the catwalk matched the scorching temperatures in the tropical country. São Paulo Fashion Week received overwhelmingly positive attention this year from critics, designers and models worldwide. Much of this attention was due to the beautiful and innovative collections from São Paulo native Alexandre Herchcovitch. Setting runways ablaze, Herchcovitch's collection featured incredible old-world silk prints and quilted motorcycle jackets inspired by the former USSR. Herchcovitch even threw some unconventional materials into the mix, such as crocheted rubber and yarn, black crystals, and metal studs painted to look like wood.

His mix of over-sized jackets, prints, plaids and luxurious jewelry created a mash of punk-rock and exoticism for the strong-willed woman. For menswear, his metal and leather accessories, combined with faces painted as skulls, completed the sinister and powerful energy carried throughout Herchcovitch's show.



PHOTO COURTESY OF STYLE.COM



PHOTO COURTESY OF MADEINBRAZIL.TYPEPAD.COM



ARGENTINA

KAITLYN MCILMAIL

Buenos Aires is rapidly becoming a hot spot in South America's fashion world. Buenos Aires Fashion Week put the spotlight on Argentine designers who created some of the latest local and global trends. To showcase their Spring 2010 collections, Argentine designers Benito Fernandez, Cardón, Eufemia, Min Agostini and Fabian Zitta made the journey to Bryant Park.

Two other reputable Argentine design labels are Maria Cher and Rapsodia. Cher put an eclectic spin on urban style; uses dark colors and isn't afraid to make a statement. American model Erin Wasson chose to wear a Cher look while presenting her collection for RVCA at New York Fashion Week.

The second, Rapsodia, can only be described as reminiscent of Anthropologie with a hint of inner-city edge. Both designers have websites, as well as pages on Facebook with current information and looks. Also, don't forget about footwear! Check out the colorful and sensational collections from Buenos Aires native, Lucila lotti, which have been featured in the *Sex and the City* movie.



PHOTO COURTESY OF MARIA CHER'S FACEBOOK.COM PAGE



PHOTO COURTESY OF LUCILA IOTTI.COM



PHOTO COURTESY OF MERCEDES BENZ FASHION WEEK

CAREER SPOTLIGHT

BOUTIQUE OWNER

KELSEY URBAN

When asked about career plans after graduation, many PhilaU fashion students respond that they plan to own a boutique someday. Students envision building a store using innovation to represent personal vision and fashion sense.

Many years of experience and a strong business background and excellent social skills are the necessary components to owning a successful boutique. To get inside information on this popular profession, I interviewed PhilaU alumnus Andre Miles Bond, who now co-owns Octavio Miles Boutique in Manayunk.

When asked why he decided to start his own business, Bond responded that, while in the industry, he discovered a desire to work for himself and become more knowledgeable in the field. Bond's experience comes from his B.S. in Fashion Design degree, custom



PHOTO COURTESY OF OCTAVIOMILES.COM

decorating at JCPenney, and acting as a QVC fashion-production stylist where he hosted his own show, "Trim It Up with Andre."

He gained even more knowledge working as a personal stylist for various celebrities including Joan Rivers and Paula Abdul. Bond has been around the block a time or two and has learned from trial and error. According to him, the key to success is knowing the customer is always right. Customer service and the owner's attention to detail for the

customer's needs are a must.

Additionally, a boutique owner must learn the market he/she is selling and understand the consumer. "It is important to know your craft in order to know what you are talking about," he says. "Learn to sell a product without being forceful, and always make sure to include a personal touch in your boutique while helping customers get the styles they want."

In this difficult economy, small business is suffering more than ever, so knowledge of the industry prior to building an establishment is a must. Not only are you responsible for the sales, but also the finances, website design, ordering, sourcing, stocking and all other "-ing" words that imply hours and hours of dedicated work. That's really what it takes after all – dedication.

HAS THE FASHION INDUSTRY GONE GAGA FOR GAGA?

ERIN RYAN

Lady Gaga once said, "All that ever holds somebody back, I think, is fear. For a minute I had fear. [Then] I went into the [dressing] room and shot my fear in the face." It is obvious every time Lady GaGa comes out of a dressing room, there is nothing holding her back.

Love it or hate it, there is no denying Lady GaGa has been a hit in the fashion industry. Similar to the way pop icons

Madonna and Cyndi Lauper defined fashion in previous decades, Lady GaGa is setting the bar for fashion today. But, who would have thought her fanatical attire would have a major influence on the clothes that come down the runway?

From Christian Lacroix's sculpted skirts, to Jean Paul Gaultier's bodysuits, to Givenchy's dangling chains, GaGa is making people question the line between over-the-top and bold fashion. Even Chanel did a pouf-skirted dress influenced by a dress GaGa wore to a charity event. While many of GaGa's looks may not be wearable for everyday fashion, we are certainly wearing watered-down versions of her style, such as defining shoulder pads and leg-



PHOTO COURTESY OF INSTYLE.COM

bearing body suits. There is no denying that Lady GaGa is a fashion force we have not seen the last of, and her style will continue to be emulated on the runway and in everyday wear.

MEN'S FASHION

THREE STORES, THREE PRICE RANGES, THREE PRODUCT MIXES,
ONE MISSION: TO PROVIDE GREAT PIECES TO ENHANCE ONE'S PERSONAL WARDROBE

ANDREW VAN SANT

UNIQLO

NEW YORK CITY OR OVER-THE-PHONE

Though this Japanese company only has one American store, Uniqlo has already developed a large fashion following. Their New York City store offers clothes with low price tags and high quality. Luxuriously soft supima cotton tees ranging from \$10 to \$20 and slim-fitting jeans for \$40 are must-haves. Staple items, including down jackets, blazers and cashmere sweaters, are all moderately priced around \$70 to \$100. Be sure to check out the +J line, a collaboration between Jil Sander and Uniqlo's design team, which features high-fashion basics at affordable prices. Uniqlo is also the perfect store to buy professional clothing for those just entering the workforce. Lacking time to visit New York City? No worries, you can make a phone order and have your goods shipped.



STRAIGHT JEANS
SKINNY-FIT
\$39.50 AT UNIQLO
PHOTO COURTESY OF UNIQLO.COM

BARNEY'S NEW YORK CO-OP

10 RITTENHOUSE SQUARE



Barney's CO-OP is the lower-priced, though still expensive, contemporary version of Barney's New York. Besides being one of the most innovative retailers in Philadelphia, its range of products are carefully edited and tailored for even the most picky of customers. Items sold at Barney's are of the highest quality and fashionability. Everyone can find something regardless of their personal style. Items worth checking out are A.P.C. jeans (\$155), Florsheim by Duckie Brown suede bucks (\$245), and Rogues Gallery button-up shirts (\$95). Don't let the high prices scare you. If you can't afford to shop here, consider saving up for one or two investment pieces. A dark denim or a cotton blazer can get you the most for your money.



FLORSHEIM BY DUCKIE BROWN TURQUOISE
SHIPLEY & HALMOS BLAZER IN NAVY
\$245 AND \$550 AT BARNEY'S CO-OP
PHOTO COURTESY OF BARNEYS.COOP.COM

J. CREW

LIBERTY PLACE, CENTER CITY
SUBURBAN SQUARE, ARDMORE, PA
THE PLAZA, KING OF PRUSSIA MALL

This store is not only for ladies-who-lunch and First Lady Michelle Obama. J. Crew is a serious competitor in the menswear market. Frank Muytjens, the men's design lead for the brand, has really brought some flair to a brand once known for flat-front chinos and silk knit ties. With their bold-colored plaids and new fitted pants, the new face of J. Crew is edgier and youthful. Combined with sophisticated tailoring and carefully crafted details, J. Crew makes regular items special and unique. Take advantage of the J. Crew catalog while in their retail store. When you order any item through "The Red Phone," you receive free shipping AND the student discount.



J. CREW BUTTON-DOWN MADRAS SHIRT
IN PLANTATION PLAID
\$69.50 AT J. CREW
PHOTO COURTESY OF J. CREW

FROM FILM TO FASHION

NICOLE ENTERLINE

When theatergoers finished watching *Avatar* on the silver screen, they likely walked away envisioning the Academy Awards rather than runways. Surprisingly enough, the blue feline-inspired Na'vi became muses for fashion designers the following season.

Recent spring collections show an apparent shift to an “eco-tribal” look and lifestyle. Jean Paul Gautier presented



PHOTO COURTESY OF VALENTINO

an array of slinky ready-to-wear items created in saturated earth tones, notably deep icy blues and iridescent mossy greens. Valentino lightly dusted blue makeup on his models' shoulders and eyes, taking the plunge into a fantasy

world. Both designers completed this vision by representing the landscape from the dream-like world of Pandora with soft floral graphics through prints and fabric manipulation.

Off the catwalk, this trend continued further across magazine pages. In the March issue of *Vogue*, the “The Warrior Way” photo spread depicts “...tattered minis strapped with shoulder armor and breastplates; she’s the alpha female of the social battlefield.”

Women can also convey their strength with clothing inspired by looks found on planet Earth. Burberry Prorsum, under head designer Christopher Bailey, achieved a militaristic style throughout the collection with fitted pants and perfectly tailored peacoats. With independent movie *The Hurt Locker* taking home the Oscar for Best

FROM THE EDITOR ALYSSA IMPREVENTO



Excitement. That’s what we all crave, isn’t it? For many of us, classrooms are prison cells that keep us trapped for four to five years. We all feel the panic, but remember: University is merely a prelude to the rest of our lives, which can be whatever we choose to make of them. The only thing worse than regret is fear, so we can’t allow the unknown to hinder us. Diverge from the path. Make your own way, your own mistakes, no matter what field you’re in. Thank you to my family and friends for never letting me forget that. Caroline and Andrew, thank you for your continuous hard work and inspiration.

Picture, it seems the powerful film left an impression on audiences and designers alike. The market for tough, military pieces has increased and some Burberry jackets even included distressed-leather bomber jackets with shearling lining. Is this a connection to Hilary Swank’s role as the risk-taker Amelia Earhart in the



PHOTO COURTESY OF BURBERRY

movie *Amelia*? During a time when what we see on the screen has taken to the streets, let’s savor this chance when our \$10 ticket stub can live on through our wardrobe!

STYLELINE

PHILADELPHIA UNIVERSITY SPRING 2010

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

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IN MEMORIAM

LEE ALEXANDER MCQUEEN

1969-2010

Self-proclaimed “Pink Sheep of The Family.”
Graduate of London’s Central Saint Martin’s.
Four-time winner of British Designer of the Year.

Named International Designer of the Year by the CFDA, McQueen mastered all of this and more during his short lifetime. With his death, the fashion world lost an irreplaceable artist. He remains immortal as a source of inspiration and example of excellence for designers, students, and lovers of fashion worldwide.

CAROLINE HAGERTY

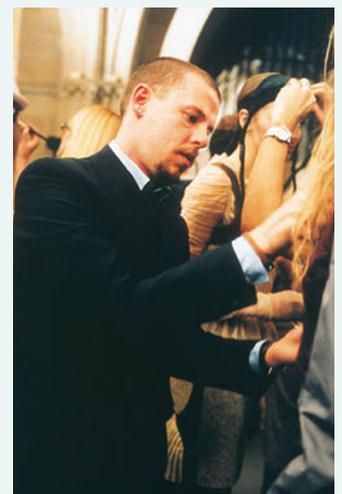


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