Plaid Mania
Fall's Fashion Trend

Fur
The Debate Continues

Alumni Focus
Karen Bloomfield

Runway to Revival
The most stylish form of recycling
FASHION TRENDS
Karen Rodríguez

Fashion trends are bigger than ever... literally! There’s nothing plain and simple this season. Designers have been “spicing” it up on the runways. They have chosen to have fun with the cold weather this year and there’s some pretty interesting stuff — from baroque/brocade to the reinvention of leather and away-from-the-body trends. Fall / winter 2012 is all about NOT playing it safe, which only mean one thing: fun fashion trends!

Another big trend you will see everywhere is leather. But it’s not the same old leather trend you have seen in the past, it has been reinvented. This season it’s not just plain old black, it’s in fall colors like deep red, evergreen, cobalt blue, and more. Leather skirts come in an array of styles, from A-line (like those from Milly NY) to deep slit cuts at Francesco Scognamiglio and traditional pencil skirts at Versace. With so many options it’s just up to you to choose your favorite!

With the temperature low, you can’t ignore the trends in outerwear. Seen everywhere from Hermes to Chloe to Balenciaga, oversized coats are the way to go. This season is all about away-from-the-body outerwear. Capes have continuously made their way back into the market. Cloaks have made a significant appearance on runways such as Gucci and Galliano. A coat is a staple in everyone’s winter wardrobe, so why not make a statement?

As you can see, this fall and winter are full of fun and exciting trends. Designers have stepped out of the box and given us the challenge of wearing these daring trends.

The only question is, are you up for the challenge?

CRAZY ABOUT COLLARS & CUFFS
Emma Ilaria

You cannot ignore this season’s jewelry trends. Everything is about being bold and beautiful! We are making statements with our rings, necklaces and even our eye wear. New trends are appearing and pushing the boundaries by taking a simple outfit to a whole new level.

Interested in trying something new? Start with a collar necklace! They can be hipster chic or perfectly preppy, depending on your outfit. Take a simple t-shirt and dress it up, or take a sleek button down and pull a collar-on-collar look! Collar necklaces have been seen on the runways of Lanvin, Anna Sui and many others. They are now showing up in collections from J.Crew, Urban Outfitters, Assos and Forever 21.

Another trend that we’re seeing is the ear cuff. This 90’s style was all over the spring 2013 runway and has already appeared in stores. We spotted them on the runway at Rodarte and Phillip Lim, and now fashion forward companies like Topshop and Assos have them available at an affordable price.

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MELROSE

New trends come with every new season. While most people approach fall and winter by buying oversized sweaters, scarves and leggings, I go straight to makeup counters and beauty stores looking for the newest lip colors and eye looks. The colder months are my favorite time for makeup, because it’s all about being dramatic. Dark eyes and dark lips are both trends this season.

If you aren’t big into makeup, a great way to experiment this season is with lip color. Try a deep purple or a deep rose color. This can be worn with absolutely no eye makeup and works for an easy day-time look that you can rock to your morning classes. My favorite way to rock the dramatic lips is to wear light eye makeup and put on my deepest purple lip color. My favorites are Euphoria by Covergirl, which is a fuschia plum, and number 109 by YSL, which is a very deep purple.

My personal favorite go-to makeup look is the smoky eye. For fall and winter, it’s always fun to experiment by doing a gray smoky eye or a nude smoky eye with a very pale pink lip color. When doing dramatic eyes, it is best to have a very light lip so that the focus stays on your eyes. Try the Naked 2 palette by Urban Decay. It comes with great fall and winter colors such as deep purples, grays and golds that will look great with a pale lip or even the purple for a night out.

Dolce & Gabbana, Giles, Mary Katrantzou, Marchesa and Balmain have all shown the biggest trend this fall: the baroque period. From embellishments, ornamentation, embroidery, tapestry and lots of gold detail this is one fashion trend you won’t miss. Even thought this one is a tricky one to pull off, it can also be one of the most unique trends.

Now if the brocade trend is a little too “out there” for your taste, there’s still a way to be unique. Peplum! And I’m not just talking about a peplum dress as we seen before. This season peplum will be on jackets, shirts and of course skirts. So get creative and try this trend for a unique and feminine look.

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A fashion trend’s journey through the vicious cycle to stay on top is never easy. However, no matter how hard the struggles, plaid always manages to find its way back as a centerpiece in all of our wardrobes. It is a diverse pattern for a diverse people. One main reason for this is how it conforms to nearly every unique personality. But where on earth did this fashion trend come from?

To be specific, the tartan pattern is said to have originated in 100 B.C. by the Celts. This brings to mind Scotland’s kilts, which made quite the entrance in the 17th century. Yet, plaid was banned in 1746 after the Scottish rebellion. Plaid skirts shifted into shirts, beginning to represent the hard-working men. Around the time of the women’s liberation movement, feminists decided plaid was not just invented to showcase masculinity. After the women took control, 1990’s pulled plaid into the grunge scene in the form of oversized flannel shirts. Only a little later, the 2000’s reinvented the textile once more into the simple button-ups sported by indie rock bands.

As a textile trend, plaid has been turning heads for centuries. This year in particular, plaid has come back on a completely new level. This fall Philadelphia University displayed Plaidmania: From Royal to Renegade, an exhibition as a tribute to the trend and our innovative designers throughout the years. Brilliant colors, contrasting fabrics, thick belts, leather bodices and fur boas coupled with plaid were all on display to be admired and appreciated. Plaid’s flexibility allows it to look good with anything you decide to pair it with, no matter what your style. With this textile trend, the possibilities are endless. Since this season is all about mixing and matching, do not be afraid to be bold and daring. After all, plaid is rebellious.

Ten colors: all unique and all spot-on for the colder months. It is up to the shopper to find the one that completes their fall and winter wardrobes.
PROS

Coral Heffronneuhold

Fur has been viewed as a taboo in fashion for years now. PETA has actively campaigned against it, and raised awareness for the harm it causes. Celebrities have announced their feelings towards it, some even stating they would “rather be naked” than wear fur. Why is it then that these same celebrities are suddenly appearing in public wearing fur? And why are the top fashion houses such as Versace, Alexander McQueen and Dolce & Gabbana once again, unapologetically using fur?

Fur is fashionable, and it is a trend that screams class and luxury. It represents a world we all want to live in and oozes seduction. “Fur has never been more popular,” says a spokesman for Origin Assured, an initiative developed by the International Fur Trade Federation. It is difficult to ignore all the past hype about the faults of fur, but looking further into the facts, it becomes harder to be against the trend.

Fur obviously comes directly from animals, and the biggest concern is animal cruelty. But it doesn’t make sense that people who are wearing leather handbags and eating hamburgers can rule out fur. Environmental issues are always a concern with any material. Fur is becoming more and more common that fur farms are becoming more ethical. There is an ongoing effort to create better environments for the animals. Designers are choosing to purchase their furs only from farms that adopt these initiatives, making them no worse than leather and meat.

A recent article in The Guardian said, “Karl Lagerfeld, perennial bête noire of the anti-fur lobby, is unapologetic about using it. ‘In a meat-eating world, wearing leather for shoes and clothes and even handbags, the discussion of fur is childish.’”

“Canadian born designer Todd Lynn has a similar opinion; “I don’t have a problem with people following their principles, but what bugs me is when people pick and choose,” the article continued. “People are really misinformed about the products they wear. Nobody argues with the pesticides used on cotton plants that will kill wildlife. To think that silk or cotton doesn’t do damage to the environment is a lie.”

Lynn brings up the point about environmental issues regarding fur. In most cases, real fur is more environmentally friendly than synthetic textiles. This can be attributed to the barrels of oil used to make the synthetic material. There are also studies that are showing the chemicals used for tanning leather, as well as making synthetic fur, are used in much higher amounts than real fur. Environmental issues are always a concern with any material. As Lynn earlier stated, people do not pay attention to the secondary impact things have on the environment and choose to focus on the easier more obvious ones.

Although there will always be issues surrounding fur in fashion, it is a rather foolish argument. People will always want to see fur in high fashion and that trickles down to the average consumer. It is the individuals who choose if they want to wear it or not.

CONS

Emily Kelly

As new innovations in fashion textiles emerge the need for fur continues to shrink. This once exclusive skin is now outdated and being exposed for what it truly is, barbaric. Organizations like PETA (People for the Ethical Treatment of Animals) are showing fashion followers the torture that goes into making fur. The animals that are used for their fur are often bred for that sole purpose, and once they come of age, the job can be completed. These animals spend their entire lives in horrible conditions.

With innovations in the textile industry, this kind of abuse is no longer needed. Thanks to scientific advances, products such as Furore, a synthetic material that is made to look identical to fur is slowly becoming a trend of its own. Designed by Yvonne Laurysen and Erik Mantel, Furore can be customized by color or size, much like real fur, but causes no harm to animals. Many scientists are predicting that it will overtake polyester’s popularity in a few years and will totally eliminate the need for fur. No longer will we need to breed animals for their fur, so now you can look great, and feel great knowing that you saved a life.

Imagine working with fashion designers and models in order to capture fashion in new and exciting ways on camera every day. That’s the typical workday of a fashion photographer. Fashion photographers can work anywhere from fashion magazines, fashion houses, catalogs, advertising agencies, or may even be self-employed. Abby and Katie, owners of Smak Parlour, a boutique located in Old City, Philadelphia, know a bit about fashion photography. The two started off taking photos of their apparel for their store’s website.

When asked what inspires them, they answered, “We look to create a unique mood, look or style. We strive to stand out and be true to our “smak” style at all times. We also look to create well-composed homepages for our websites. The photographer needs to shoot horizontally, leaving space in the picture for graphics. We try to shoot images that create a feeling about a holiday, a season or a time, highlighting the clothing and accessories.”

They also noted that good styling, lighting and a proper model are the most important essentials when shooting. Anyone interested should keep these things in mind.
Going to Paris, I knew I would get to experience amazing food, beautiful architecture and chic street style, however, I knew I would also get the chance to visit one of my favorite cities. I had been planning my Paris experience for months before I arrived, and I was excited to see how the city would live up to my expectations. Paris is a city full of character and charm, and I was eager to soak up every moment I could. I spent my days wandering through the streets, admiring the beautiful architecture, and exploring the city's rich history. At night, I would sit in cafes and enjoy a glass of wine while watching the world go by. It was a wonderful experience that I will never forget.

One of the things I enjoyed most about Paris was the fashion. The city is known for its chic and stylish aesthetic, and I was impressed by the clothing I saw on the streets. The French have a unique sense of style that is both classic and modern, and I was inspired by the way the people dressed. From the elegant dresses to the casual chic outfits, Parisians have a way of dressing that is both timeless and fashionable. It was a delight to see how the fashion in Paris had evolved over the years, and I was inspired to bring some of those ideas back to Philadelphia University.

How to Dress for an Interview: Business vs. Designer

Patricia Hui

For fashion design or merchandising majors, this is your chance to infuse professional wear with fashionable. Take that extra step and add graphic prints, or bold colors. However, what you wear all depends on the company which you are interviewing. The key to perfecting your outfit is to dress according to the company’s own style, with a hint of professionalism added on top. For example, pulling together an outfit for an interview with Urban Outfitters calls for a boho flair with pleated maxi skirts, lace and crochet details, and even statement jewelry pieces. When asked if wearing clothing from the brand’s own brand to an interview is important, Christina Rapa, who teaches textiles at PhilaU and does fabric research and development at Urban Outfitters says, “Yes! We are a design driven company and many times you are judged on your aesthetics. Looking at the consumer that we’re designing for is important.”

A company like Ann Taylor calls for a different approach. They design for the style-conscious, office woman so this immediately calls for a fitted, chiffon blouse, with a structured blazer, and perhaps printed pants or a skirt with your favorite pair of black pumps.

Remember, dressing work appropriate shouldn’t have to be limiting. This is the perfect opportunity to reimagine a white blouse or invest in a designer clutch. Don’t let the pressure to find the perfect outfit ruin your chances of landing that dream job!

PARIS EXPERIENCE: Utilizing Knowledge in Today’s Workforce

Haley Linn

Imagine this, you’re one step away from landing the job of your dreams and the only thing standing in your way is one interview. Believe it or not, an interview is the most crucial part of the job application process and what you choose to wear can make or break it.

So what does one wear to an interview? This is where the saying, “dress to impress” counts. First things first, dress according to your major. A business, finance or economics student should always choose an outfit with a more professional tone. Select an outfit that is age appropriate—no jeans, no open toe sandals, nothing too sheer, too short, etc. It’s always best to work with a neutral palette of blacks, whites and nudes, but there’s nothing wrong with adding that pop of color in a clutch, shoes, belt or scarf.

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GLOBAL PERSPECTIVES

MOROCCO
Kayla Hayward

Walking through the streets under a hot Moroccan sun, with an air of confidence unlike any other, it’s no wonder the...
"What goes around, comes around." It’s a saying that is heard all the time, is often over-used and it happens to be true when it comes to the fashion industry. Recently, major designers have been filling their runways with new creations based off of looks from previous eras.

We have seen revived pieces all over the runways last, current and coming seasons including designers like Karl Lagerfeld with his “New Vintage” collection at the Chanel Haute Couture show during fall 2012 Paris Fashion Week. In this collection, Lagerfeld showcased many Chanel classics ranging from hand-made tweeds to suits and coat-dresses to platinum toe caps on pumps. Lagerfeld revived many looks done by Coco Chanel herself to truly make them the “New Vintage.”

Vintage looks never get old and mastering one can be difficult. It is easier, however, with some tips and a really great second-hand or consignment shop. Big sunglasses, high-rise pants, funky prints, fur coats and little black dresses are all important classics. Accessories are big, bold and over-the-top. Shoes are chunky with pointed toes.

I created this look with pieces found at Retrospect Vintage. Each separate piece seemed worn but full of potential and putting them all together made the entire ensemble seem brand new and exciting. The rabbit’s fur coat, originally $128, was now $78 while the little black dress was $19. The black, toe capped pumps were $10 and both the big sunglasses and gold clutch were priced at under $10.

Vintage stores are full of great pieces at low prices, and finding inspiration can come from anywhere. Find inspiration in magazines, online blogs, taped runway shows from current seasons or even in your parents’ closet. It is important to have fun and be creative with second-hand outfits. Reinventing runway looks is a great way to make a statement. Even if you do not find fabulous vintage pieces this season, try next season because what goes around, really does come back around.

FROM THE EDITOR:
Emily Wootten

Leading the staff of StyleLine this year has been a challenging but rewarding experience. Our group has put forth countless hours of hard work to bring you one of the best issues yet! I have had the pleasure of being surrounded by passionate students, faculty, and staff who have all been eager to contribute to our club, publication, and blog. It was refreshing to see so many of my peers excited to research and write about different topics surrounding the industry, and I hope you are as impressed as I was with the results.

Before taking on the role of Editor-In-Chief, I served as the Co-Editor and as a staff writer, and my experience with the organization has shown me the importance of getting involved. Although our coursework keeps us very busy, there are so many opportunities waiting for us all through the clubs and organizations at PhilaU.

As our Alumni Spotlight Karen Bloomfield advises us, we should have as many experiences as we can before we graduate. Whether it is with StyleLine, or with another group, I encourage all of you to join and support something that you love at our school. It can reward you beyond your wildest dreams.

STYLELINE

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

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4201 Henry Avenue, Philadelphia, PA 19144
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