

STYLELINE

PHILADELPHIA UNIVERSITY

FALL/ WINTER 2012 - 2013

Plaid Mania

Fall's Fashion Trend

Fur

The Debate Continues

Alumni Focus

Karen Bloomfield

Runway to Revival

The most stylish form
of recycling



2012 TRENDS

FASHION TRENDS

Karen Rodriguez

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!



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 though 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.



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 slip 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?

*Photo credits:
Baroque: Balmain, Fall 2012,
photo courtesy of style.com
Leather: DKNY, F/W 2012,
photo courtesy of fashionising.com
Cloak/cape: Gucci,
photo courtesy of fashionising.com*

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 JCrew, Urban Outfitters, Asos and Forever 21.



Love Rocks 44.00



Eddie Borgo 750.00

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 runwat at Rodarte and Phillip Lim, and now fashion forward companies like Topshop and Asos have them available at an affordable price.



Urban Outfitters 16.00



Top Shop 20.00

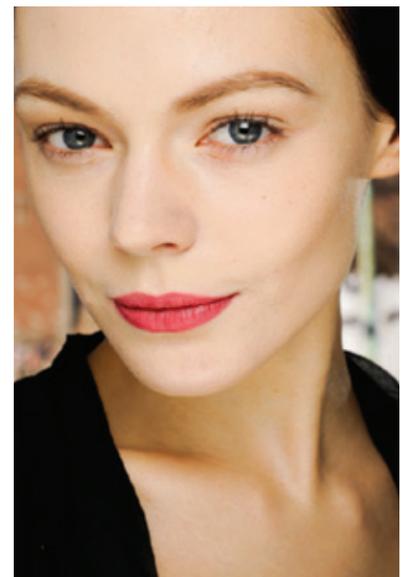
MAKEUP & BEAUTY

Melissa Shaine

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.



2012 TRENDS

FASHION TRENDS: PLAID

Alyssa Maiale

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.

Plaid is completely versatile, and this is shown by its nonstop takeover of the fashion industry. This year plaid can be found in stockings,



urbanoutfitters.com

pants, shirts, blouses, blazers, coats, dresses, purses and scarves. Urban Outfitters combined bold cutouts and tulle with a dark plaid for a more edgy look. Specializing in chic, Michael Kors offers a plaid and lace combo dress for nearly every occasion. Or you can opt for Neiman Marcus' skin-tight blue and white plaid pants.



neimanmarcus.com

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.



PlaidMANIA exhibit



neimanmarcus.com

COLOR TRENDS

2012-2013

Allison Ripa

Fashion isn't always about what styles are being shown on the runway. One of fashion's key elements attracts the eye first: color. To consumers it seems all designers know just what colors to use every season. However, it is no coincidence these colors pop up in every line. Colors are forecasted seasons in advance by corporations like Pantone Inc. This company compiles a list of colors that will ultimately be seen in lines and stores across the world. For the Fall 2012/Winter 2013 season, Pantone Inc. compiled a list of ten different colors that they think will be hot for the season. The colors come in a variety of hues from dark, neutral to bright.

Fall and winter usually mean darker shades, and Pantone picked "French Roast," a dark brown, and "Titanium," a blue gray, to fall under that palette. Similar to the color of changed leaves, "Honey Gold" and "Tangerine Tango" also made the list. "Olympian Blue," a truer blue, "Ultramarine Green," a teal shade, and "Pink Flambé" a more fuchsia pink, are crisper takes on the standard three colors, perfect to match the chillier weather. "Rhapsody," a lilac purple, and "Rose Smoke," a pink gray, are subtler shades, ideal for sweaters and cardigans. The most surprising color, and the final of the ten, is "Bright Chartreuse," a yellow green that pops. This shade could act as an accent piece, paired underneath a darker coat.



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.

Images courtesy of Pantone Fashion Color Report Fall 2012, pantone.com

LET'S TALK ABOUT FUR.

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 this 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. It 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 textures.

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 furs, 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 Lauryzen 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.



Above photo courtesy of celebvenue.com, Alberta Ferretti F/W '12 Collection

EVENING OF INNOVATION 2012

Lisa Le

The Philadelphia University Annual Fashion Show took place at the Academy of Music in Center City, Philadelphia, on April 28, 2012. The event was produced by the university's Fashion Industry Association. The evening celebrated and honored outstanding leaders and the best of this year's student innovation and fashion designs. The show attracted over 2,000 guests including, students, families, faculty, designers and fashion industry professionals.



Caitlin Quirk won the FIA award for Best Senior Collection and Best of Show for her collection inspired by armadillos and the Victorian era.



Christina Brzozowski won the Neiman Marcus award for Most Saleable Collection.

Congratulations to all winners!

CAREER SPOTLIGHT

Amber M. Lewis



photo citation: Shoot Fashion with Keith Moss and Teesside University. N.d. Photograph. Photography Workshop. Web. 10 Oct. 2012. keithmossphotography.co.uk

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.

Other important tips include:

1. Invest in a good camera and editing software
2. Familiarize yourself with the work of iconic fashion photographers such as Richard Avedon, Melvin Sokolsky, Louise Dahl-Wolfe, Irving Penn and many more
3. Set up a portfolio
4. Stay up to date on the latest fashion trends and styles
5. Find a photo agent to find potential buyers who seek your style of photography

With the right amount of desire and talent, a love for fashion and photography and a good work ethic, fashion photography can become a lucrative career. Most importantly, fashion photographers should strive to create art that they are proud of. Abby and Katie's last words of advice regarded photographers staying true to themselves.

"Photography is so subjective, just like fashion. So, we are always true to our style ... that way we can be proud of the outcome." Keep all of these things in mind, and you could be the next Richard Avedon!

ALUMNI SPOTLIGHT

Melissa Hummer

Karen Bloomfield is an alumna of Philadelphia University and a current fashion designer at the “Queen of Prep,” Lilly Pulitzer. Karen is not only a successful fashion designer, but also incredibly cool, down to earth and just full of all sorts of awesomeness. I had the incredible opportunity to talk with Karen about her life as a student at PhilaU and what her job at Lilly Pulitzer is really all about.

Growing up, Karen wanted to be many things in life including a brain surgeon and even Britney Spears’ backup dancer. There was no hiding the fact though that Karen had a special talent and a passion for fashion. Attending a Catholic school in her teenage years, Karen lived for school dances and chances where she could express herself through colors and patterns. This is when she first discovered her hidden urge to design clothes.

“I would draw the outfit and style that I wanted and then go to the stores to look for it. The problem was that I could never find my design and that’s when I realized that maybe I should be a fashion designer,” she said. “I wanted to get my point of view across, and now I can make the clothes I want and make them my own.”

Living in a house with an artist as a mother, it is no shock Karen chose her current career. However, before all her success came a lot of hard work, time and effort. Karen worked as a waitress throughout college and also at a dance company for a period of time. Along with work, Karen juggled school and her extra-curricular activities, including being a part of PhilaU’s field hockey team and FIA club.

Karen comes across as super women, but she assures you that having jobs and being involved in athletics was a nice balance. “I could go to work or go to field hockey practice and just free my mind of school.” Nevertheless, she feels she could not have accomplished all she has without the support of her family. “They never made me feel like what I was doing was wrong in any way and I think that is an important thing.”

Participating in school was definitely worth it. Karen had the incredible opportunity to be a contestant on Runway Challenge PhilaU’s very own takeoff of Project Runway. Like the famous show, every week there would be a different challenge for students to compete in, and every week it would air on the NBC 10! Show. Karen went as far as being named runner-up, and she went on the grand prize trip to Paris with the winner of the runway challenge. “We were really good friends and made a deal that we would take each other to Paris, whoever ended up winning. It was already such an accomplishment to make it that far and with all the hard work we put into it, we wanted to celebrate together.” Karen still looks back on that experience and says it is one of the reasons why she loved PhilaU so much. “PhilaU has great opportunities. Get involved as much as possible and have as many experiences as you can.”

All of Karen’s hard work eventually paid off when she was offered an internship at Lilly Pulitzer after graduation to work as her boss’s assistant. That internship eventually turned into Karen’s current job, and she couldn’t be more content and happy. Karen’s career has taken her to Italy and Asia, and she gets to do something she loves everyday for a living.

The best part of Karen’s job? “Seeing all the steps it takes to make a garment finally come together.” It was easy to tell how passionate Karen is about her designs

when asked if she ever gets emotional after seeing the finished garment. “I have surreal moments all the time. People at work make fun of me if I start to get teary eyed but I can’t help it! My friend and I, who is also a fashion designer, always joke saying, ‘are we really fashion designers? Are we actually living our dream right now?’ It’s amazing.”



Karen did not hesitate to offer some words of advice to PhilaU students and aspiring fashion designers. “Don’t single in on just one career. I never thought I would be working with sweaters, but I love it.” (Karen’s senior collection for PhilaU’s annual fashion show was bathing suit collection inspired by Romeo and Juliet). “Take pride in your portfolio, learn as much about the company you want to work for, and be opened minded and willing to grow. It is important not to get discouraged if offered an internship right out of college or a job that you think is below you. Everyone needs to start somewhere.

HOW TO DRESS FOR AN INTERVIEW: **Business vs. Designer**

Patricia Hui

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 chose to wear can make or break it all.

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 work 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.

For fashion design or merchandising majors, this is your chance to infuse professional 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 company’s 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 revamp 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**

Hayley Lind



Going to Paris, I knew I would get to experience amazing food, beautiful architecture and chic street style, however, I had no idea just how much insight I would gain into the fashion industry.

Consisting of classes taught by French professionals, factory visits and fashion exhibits, the Paris short course opened my eyes to a variety of jobs that I did not know existed. In addition to a broad range of topics, in class we learned about fashion journalism, the history of costume design and the luxury market.

The fashion journalism class really hit home for me. Fashion photography, graphic design, fashion writer, shopper, stylist and

fashion editor are just some positions that are essential for any magazine to function. Although many of these positions seemingly overlap, the aspiring fashion journalist must pick one specific career within this field and follow that path.

The costume design portion taught us all about how some of the most well-known concepts originated, from Christian Dior’s invention of the hour-glass silhouette, which exudes feminist ideals to Coco Chanel’s classic quilted 2.55 bag inspired by jockeys’ jackets. Knowledge of costume is important for the occupation of trend forecasting. In order to predict trends, forecasters must know fashion history, because it is one big cycle that is constantly repeating.

Another class focused on the luxury apparel market in France. We learned about two types of people who wear designer clothing. The first group is the “new money,” which wears labels that are visibly the designer’s name. The other group considered the “old money,” wears designer labels such as Chloe and Isabel Marant, which are beautiful, simple and not flashy.

Identifying markets exists in any country and in America a possible job could be researching demographics for specific brands, or just analyzing style and the consumer.

In addition to all of our classes, we visited different factories, museums and exhibitions. We took a day trip to Brussels, Belgium and saw the Delvaux handbag factory. It was really interesting to see what goes into making a bag, from importing the leather to properly cleaning it and using special laser-cut machines. Production is a fashion career that is often overlooked, but is extremely important.

We also saw three different designer exhibits: Balenciaga, Comme des Garconnes, and Marc Jacobs/Louis Vuitton. Once again, the history of designers came into play as we learned about everything from how they got started to where they are today. A way to exercise this knowledge is by becoming a museum curator, as there are different fashion and art museums that require expert knowledge of the field.

My trip to Paris was an extremely rewarding experience, exceeding my expectations academically and showing me another side of the fashion industry. This knowledge will help any fashionista who is trying to decide which career path to take, whether it is in fashion journalism, trend forecasting, production or museum curating.

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 veiled women of Morocco are always referred to as "princess." This independent state sits comfortably at the northwest corner of Africa, with an extensive coastline that includes both the Strait of Gibraltar and the Mediterranean Sea.

A lively country rich in culture and energy, the fashion in Morocco makes this region more colorful than a double rainbow. With the vast majority of Moroccans faithfully practicing the religion of Sunni Islam; it remains a very traditional country with a certain standard of modest ideals. Unlike America, where a woman's sex appeal is determined by how much skin she is showing, Moroccan women need not objectify themselves to be considered beautiful.

The traditional form of dress in Morocco consists of a dress or caftan, sometimes with a hood, and a veil, or hijab. These articles of dress are used to protect a woman's body from the eyes of a stranger, and to keep herself pure for her husband. Keeping one's body to only herself and her husband gives a woman a great deal of confidence and self respect, which are the most beautiful things a Moroccan woman can possess.

When fully adorned in traditional garb, a woman's alluring eyes are the only thing uncovered for the world to see. The eyes are used to grab a person's attention and captivate them with one's beauty, confidence and intelligence, and have thus become the sexiest visual assets of a woman in Moroccan culture. Skin is not "in", and it's certainly not appropriate. By concealing the body, you are able to show the true you: a kind, modest, generous and inherently beautiful Moroccan princess.

NEW ZEALAND

Ariana Gross



Beauty is perceived in countless ways around the world. The Maori culture, or the indigenous people of New Zealand, has a different perspective of what is considered beautiful. Ta moko is a traditional beauty ritual where people permanently mark their faces and bodies with ink. It is similar to a tattoo, but is distinguished by the concept of using Uhi, which is a tool used to chisel and carve the skin, leaving grooves.

Ta moko is a Polynesian ritual that has been practiced for centuries. It originally symbolized status and rank and also made a person more attractive to others. The designs symbolize the individual's ancestry or tribe. Generally, women only have moko on their lips and chin, while men have their faces and other body parts done. Although many parts of the world have become much more modern, there has been a recent reappearance in the Ta Moko practice. As one may observe, the Maori culture and the Ta Moko tattoo art is just one of many ideas of beauty. The world is full of various perceptions, and each society and individual will have a different take on what is considered beautiful.



INDIA

JaNaie Fort



One of the most beautiful women in the world Aishwarya Rai, former Miss World in 1994, is from India. At first glance, this light-eyed beauty could be mistaken for someone more Western than Indian. Her look however, has become a standard of beauty for Indian women to compare themselves to when most look nothing like her. Indian standards of beauty have traditionally been much different than that of American standards. Images of beautiful Indian women were always depicted as curvaceous figures with brown skin and long thick hair. In the last twenty years or so the idea of beauty in India has gradually begun to change. Adopting the Western views of beauty, more and more fair skin, long legs and slender physiques have been portrayed as the Indian idea of attractiveness. Some have even begun to undergo plastic surgery to achieve these standards.

While Indian standards have changed slightly, some traditions remain the same. Bright, elaborate eye makeup adorned with beads and jewels is often worn during weddings and other special occasions. Henna tattoos on the hands and feet are a traditional way that Indian women beautify themselves. This custom has caught on in the United States, and has become quite popular.



Typically Indian women use natural products on their skin, hair and nails. Some of which include home remedies made with things found



in their kitchens. Healthy glowing skin is an important attribute in Indian beauty. One way they achieve such healthy looking skin is by mixing turmeric and honey and rubbing it on their bodies.

Thick and dark hair is still considered to be the most beautiful not only by Indian standards but also by people all over the world. According to Mara Schiavocampo, journalist and NBC News correspondent, some of the most desirable hair used for hair extensions comes from India, 25% coming from Venkateswara, a Hindu temple in which women shave their heads in sacrifice. The temple earns about \$18 million annually just from selling hair.

Cultures vastly different from each other have begun to develop similar ideas of what beauty is. Globally there seems to be a standard idea of what beauty is, each culture adding its own uniqueness.

Photo credits:
Morocco: photo courtesy of globthink.com
New Zealand: photos courtesy of thejakartaglobe.com and elizabethadcock.theworldrace.org
India: photos courtesy of freshmakeups.com and prlog.org

MENSWEAR

Christopher Smith

With cold weather fashion here, layering is a must. Much of the fashionable youth wait for the crisp cool air to come in and the pea coats to come out. Now with the season here, we all stand in front of our wardrobes asking ourselves: "what should I layer on top of what?" This is the season I believe menswear truly shines.

Embrace royalty in your style this season. What better way to feel like royalty than to bring London into your closet? God save the Queen.

London gentlemen should wear rich colors, mixing extravagant patterns such as argyle or paisley. Don't be afraid to take risks to look more upper class. Experimenting with mixing patterns will show your elegance and fearless style. You can pull off this look with ease; style is an attitude.

Pair a nice old English grey plaid blazer over a simple French cuff shirt to create a base for the outfit. Always add some great accessories to bring this look over the top. Wear a sophisticated tie with rich purples, reds and blues to add a pop of color. Slide a tie clip on before leaving the house to pull your outfit together.

Now that the neckwear is done, try an Express red and grey paisley pocket square to bring more pattern into the outfit. To finish an elegant look, try a gold and red family crest cufflink. Black will never go out of style, finish the look off with a low-cut black loafer with a silver metallic embellishment on the front.

But everyone needs an escape, so to the English countryside we go. Create a more casual look with the country charm we all love from time to time. This outfit will ensure a laid back and seemingly effortless look. Looking well put together and sloppy at the same time is hard to accomplish. Use stylish pieces to create the effect that it took you five minutes to get ready in a flawless way.

Start out with the same French cuff shirt base. Invest in a worn out dark brown plaid blazer for the easygoing country boy style. Knit ties are a great investment

this season; try shades of grey and earth tones to keep the English countryside look going. Now it's time for the pocket square, find a dark green with a bird or dog pattern. Grab a pair of great cufflinks to fill in those French cuffs by selecting a dog shaped cuff link set and continuing the animal trend. End the process with a dark brown worn in low-cut loafer.

These looks will be a bit on the pricey side considering you are investing in a full outfit. The blazer and shoes may be the most expensive parts of these looks. Try H&M for the pants, blazer or even add a vest for more layers and patterns.

Express is a great place to look for ties and shirts. Pick your favorite department store, Macys is my preferred shopping spot, for the accessories; Macys has a great selection of cufflinks and tie clips as well as shoes. Mix and match patterns this season for a breathtaking look. Strut in style or relax on the countryside. As with anything, there is more than one way to look at this UK style. Chic English countryman meets the sophisticated London gentleman.



Shirt, Express \$49.90
Pocket square, Express \$24.90
Cufflinks, cufflinks.com \$49.99

RUNWAY REVIVAL

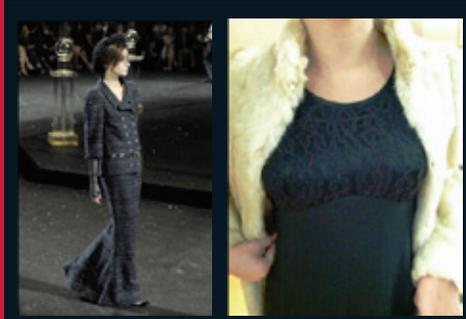
Julia Klein

"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.



Chanel Fall 2012, photo courtesy of TheFashionSpot.com

Ensemble found at Retrospect Vintage, Philadelphia, PA, photo courtesy of Julia Klein

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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