Getting to Know
Carson Kressley
Television Star, Fashion Designer, Author and Style Guru
Robyn Alt

On March 22, fashion insider Carson Kressley spent the day at Philadelphia University, and I had the fabulous chance to get to know him a little bit. Here’s what he shared with us.

The beginnings of Kressley’s career can be attributed to the perfect Ralph Lauren-inspired gym outfit and a chance meeting with one of the company’s headhunters. Two weeks later, Kressley was officially working in New York City’s fashion business as an assistant to the vice president of the men’s company at Ralph Lauren. “I was thrilled. I had a great education and I was ready to come to New York and make my mark. That was really my first foray into fashion and it was the greatest first job I could have ever had,” Kressley said.

Kressley shared what he thinks is the key to professional success in the business: flexibility and an understanding and appreciation for collaboration. “You really have to be open to different paths that might lead you to your dream job,” he says. “It might not be in the field that you originally thought, but it might lead you there. Remember, flexibility.” But, that’s not all. Kressley recognized PhilaU’s collaborative spirit during a campus tour, “Collaboration is everything. There is no one that is hugely successful that does it on their own. That is the great thing about Philadelphia University, they introduce the students to collaboration and that’s the real world. Really great things take a team, and there is almost no place where you work alone.”

What’s next for the enthusiastic, charismatic style icon and television star? “I’ll probably run for Governor of Pennsylvania,” he says, laughing. No worries Pennsylvania residents, he’s just kidding!

To read my full interview with Carson Kressley, please visit our blog: http://styleline-philau.tumblr.com/
Alumni: Ann Yee

Allison Haftel

New York Fashion Week: Speaking for my fellow fashionistas, it’s something to look forward to every year. There are endless designers, each with a collection of the newest fashions, including PhilaU’s alumna designer Ann Yee. Yee graduated in 2004 with her degree in fashion design. After graduating, she headed for New York City where she worked for various companies, such as Barney’s and LaRok. But Yee knew that she wanted to do more, so after four years of solid industry experience, she doubled up and worked extremely long nights on her own collection for two years before deciding to fully commit to her business.

“If you’re passionate about something and willing to work extremely hard, you’ll see progress,” Yee said. For those PhilaU fashion designers who hope to have their own collection someday, Yee recommended these qualities to be the key. “A positive attitude is key. Don’t get wrapped up in what everyone else is doing,” she said.

Photos By: Allison Haftel

Internship Spotlight

Brittany Buckmire

In the summer of 2010, I got my first taste of the fashion industry with an internship at Charlotte Ronson. I can still remember sitting in the office, wringing my hands in anticipation as I wanted to be interviewed. The moment felt so surreal; I was only sixteen and my resume was thin, but what I lacked in experience I made up in passion and willingness to learn. Against the odds, I got the internship and spent the rest of the summer working in the Ronson office helping the company prepare for the spring 2011 season. Mostly my time was spent fast paced and demanded that I learn from every task put before me. I started with the mundane (coffee runs and trash duty) and worked my way up to assisting the stylist set runway looks and leading the intern team in the production of accessories for runway and editorials.

Four seasons later, I still return to Charlotte Ronson for fashion weeks, sample sales and other company events. Most recently, I was asked to help execute final details for the fall 2012 show. I enjoyed interning there because everything was so hands-on. This year, I am working with knitwear, allowing each piece to drape and flow, giving off an effortless look. Currently, you can find Ann Yee designs in small boutiques all around the country and a few in Japan. She looks forward to having her own store one day, but is making her dream a reality one step at a time.

For more information, visit www.anneyee.com or www.PHLAedu/fashiondesign/alumni.html.

Spring Accessory Trend: Edgy Eyewear

JaNaié Fort

Accessories go far beyond handbags, shoes and jewelry. Eyewear is another way to play up any outfit and make your own statement. Besides, glasses of any kind are something you wear everyday. Why not look your best in them? This spring, designers from Alexander McQueen to Adidas are going both edgy and traditional with their eyewear collections. Rosy pinks, pastels and honey hues are both feminine and flattering on any face. Frames that make a statement and have a unique style are also in the forefront this season. Geometric shapes with bold patterns and artsy motifs will be seen in not only sunglasses but also your everyday specs. These pieces of wearable art are intricate in detail and definite conversation pieces. Who knows, you may even want to give those contacts a rest for a while.

Photos from CityCat, tumblr.com

Men’s Spring/Summer Footwear

John Runco

Men’s spring and summer footwear often brings to mind the same white Nike sneakers and plain brown original Sperry’s year after year. Where’s the individuality in this redundancy? This year finally brings new styles, new designers and more vibrant colors. Sneakers start with Missoni who teamed up with Converse and produced one of the craziest pairs of Chuck Taylors yet. Converse, who has been known for its relentless market power, will continue to have one of the greatest pairs of tennis shoes ever made. However, Missoni takes this universal shoe to a whole new level by adding the company’s signature patterns onto the traditional shoe. Leopard print has been a trendy pattern for some time now; two companies that have taken advantage of this moneymaking print are Vans and Nike. The Nike SB dunks in classic leopard print are one recent example. Nike found the perfect mix of athletic and stylish by creating this simple yet bold Dunk. If you are like most guys and Nikes are a summer “must have”, these shoes are your perfect opportunity to turn some heads—in a good way, of course.

The high-top Vans in purple and blue leopard print are also a great look. The blue leopard print replaces the worn out original print, adding a fun and unique twist. Anyone who can rock these deserves great respect. They are the skill-HI style perfect for summer with shorts, but would look even better with your pants rolled up. The one shoe with which you can never go wrong is a pair of “loafers” or boat shoes. You can dress them down with jeans or you can dress them up with more formal clothes. If price is a concern, remember that Sperry’s is not the only brand out there. Look around and you will surely find the specific style and color for you. The point is, every guy needs a pair. Pay close attention and truly think about the shoes you buy for this summer. Try something new, bright and bold. Don’t be afraid to let your shoes brighten your whole look. They can be an accent to your style, or they can be your style.

“Kicks on Fire”

Men’s Spring/Summer Footwear

John Runco

“Kicks on Fire”

Spring 2012 // STYLELINE PG2
Global Perspectives

Portugal // Norway

Morgan Terry
Kayla Hayward

Deeply woven into the country of Portugal, luxury is tradition. With its understated elegance and diverse mix, Portuguese fashion is truly distinct. Hot off the spring/summer 2012 runway, bright colors and patterns have been united with light pearly tones to form exotic combinations. Dresses and skirts are signature pieces and are designed to be loose-fitting and sexy. Portuguese fashion is well known for its handcrafted leather footwear. Typically taking pride in this tradition, fashion houses such as Atelier do Sapato have focused their attention on footwear by designing a sophisticated minimalist look. Because of its geographic location, leather is widely available and greatly accepted by Portuguese culture and designers have incorporated it into their spring looks. Lisbon-based fashion designer Fatima Lopes created a Ready-to-Wear spring collection that interprets the modern Portuguese image of luxurious fashion. Bloggers and travelers alike will see street looks that might include chunky leather sandals, sheer maxi dresses, retro neon beachwear and mismatching prints. As these spring looks consist of handcrafted sandals, leather will continue to dominate the luxury markets and stand as an iconic image of Portuguese sophistication.

Portugal is among the few countries with handcrafted leather footwear fit for the modern sophisticate of the hippest kind. Spring 2012 will test the boundaries of color and design and display to the rest of the globe that Portuguese luxury strikes a unique pose in the world of fashion.

Nestled in Scandinavia, the country of Norway sits comfortably between Sweden and the Norwegian Sea. With the fourth highest GDP per-capita and one of the highest standards of living in the world, it’s safe to say that Norwegians have more than a little money to spend on the finer things in life. The fashion bug that has recently hit Denmark has been drifting on the waves of the North Sea, and has shown signs of penetrating Norway. This fashion-forward country tends to find luxury in the sustainable and socially responsible form of dress. Big name brands such as FIN and Green Square strive to protect the environment and promote green fashion by minimizing their impacts on nature and still producing stylish and sophisticated clothing.

FIN, as well as companies such as iiS of Norway, use mainly organic or recycled fabrics. iiS also promotes jobs by producing their clothing in local workshops in Morocco. Many Norwegian fashion brands, such as Leila Hafzi and Elton & Jacobsen, are members of the Ethical Trading Initiative of Norway (EIT), which works to improve environmental conditions and social practices. These companies produce some of the most sought after clothing in Norway, and at the same time are protecting the environment and enabling Norway to continue to be one of the world’s most well-functioning and stable countries. With the growth of these brand names and Norway’s Oslo Fashion Week, the economy won’t be the only thing people think of when they hear the word “Norway”.

Runway to Reality

Trend: Cropped Floral Pants
Kaitlyn Durning

Cropped floral pants are a hot trend that was shown by many designers in their spring/summer 2012 collections. The list of designers featuring the style includes, Marc by Marc Jacobs, Gucci, Diane Von Furstenberg, Dolce and Gabbana, Cynthia Rowley, Peter Som and more. Celebrities such as Jessica Alba, Gwen Stefani, Rachel Zoe, Emmy Rossum and Jenna Dewan have been seen sporting this trend.

Many women would love to own a pair of these pants, however, they come at a high price. Gucci sells their pants ranging from $795 to $965. Dolce and Gabbana sells theirs for $675, and Marc by Marc Jacobs sells theirs for $543. Brands such as Free People, ASOS, Urban Outfitters, Top Shop, and many more have caught onto this trend and are offering the same type of pant for a much lower price. Urban Outfitters sells their pants for $68, Free People sells theirs for $69.96, and ASOS sells theirs for $71.62. Most women dream of keeping up with current trends, and since companies offer the same item for a significantly lower price, runway can now become reality.

Award Show Trends

Christina Falcone

Awards season is such an exciting time of year for fashion lovers. It is when all of Hollywood comes out in dresses most could only dream of wearing. The trend of the Golden Globes came in shades of nude. Many stars opted for light colors. Jessica Biel wore a lacy, nude Elie Saab Couture dress. Charlize Theron showed off a whole lot of leg in a light pink Dolce Couture dress. Kristen Wiig looked beautiful in a simple, nude Bill Blass dress. Mary J. Blige mixed the shade with feathers in a Michael Kors gown. Katherine McPhee looked chic in a tea-length Donna Karan gown. These neutral colors were simple and stunning and allowed the stars to do the shining. Nudes were the perfect way to start off the award show season.

The SAG Awards brought quite the opposite trend. This year, the SAG Awards brought out bright colors from many stars. Jessica Chastain arrived in a striking blue Calvin Klein dress that was simple and classic. Sofia Vergara wore a sassy pink Marchesa gown with matching Lorraine Schwartz jewels. The best pop of color of the night, though, had to be Emily Blunt’s neon green Oscar de la Renta gown. These bright and fun gowns gave a pop to the red carpet.

Hollywood’s stars looked beautiful and impressed the fashion world in bright colors as well as nude hues. Although very different, the trends of the award shows this year created a fun and exciting red carpet!
While reading the latest issue of People or going on a shopping adventure in Center City you may have stumbled across a new store: Zara. This store, a part of the Inditex brand, is now one of the largest fast-fashion companies in the world. So where did it come from and how has it found success? Zara has been around since 1975, originating in Spain. Slowly, its popularity has spread throughout the globe, with its first U.S. store opening in 1989 in New York. Today Zara has more than 1,600 stores in more than 73 countries. Zara has seen such success due to its unique business model. It is a fast-fashion business model. It is a fast-fashion model not only showcases the shapes of a style. This gives a type of exclusivity every two weeks. And when a size or style runs out, they don’t reorder more of a style. This gives a type of exclusivity every two weeks. And when a size or style runs out, they don’t reorder more. A style. This gives a type of exclusivity. This gives a type of exclusivity. This gives a type of exclusivity. This gives a type of exclusivity.

Zara’s spring lines

Spring/Summer 2012 Trends
Allison Ripa

Trends this fashion season are bold, and daring. In the warm spring and summer months, it is common to see floral prints take center stage, but this season, there is a new spin on this classic spring/summer trend. Expect to see very bright floral prints in the stores paired with other loud floral prints. Bright ocean and aquatic prints, mermaid dresses and conch clutches have also been shown numerously on the catwalk. Mixing and matching your florals, while opting for big prints, is a must-do for spring and summer. Bright paisley prints in bold jewel colors are being shown in blouses and matching pants. Wear your prints daringly and proudly. Pair your bright prints with a cropped top or ruched bandeau, a trend being seen all over the catwalk and in stores. It is a spunky addition to any skirt or pant. Lace dresses, tops and skirts will be popular this season, along with shiny fabrics and bright jewel colors for those looking to make statements in the warmer months. Adding an extra ounce of flair, designers are showing overlay: leather over lace, lace over sequins and plastic over every fabric. Less is no longer more this season. Flapper dresses with sparkling beading and plunging necklines are being hailed “Gatsby Glamour,” while 1950’s style flared skirts are being paired with the popular bandeaux. Pastel colors, bright yellows and exotic jewel tones will be the colors seen in stores, along with grids and checkerboard prints. Watch the trends, but also make them your own this season.

Usually fashion shows scream expensive fabrics, finished garments and one cohesive collection, for Design X: Unleashed, this was not the case. Fashion design students in the Fashion Design Problem Solving class were challenged to push their limits and use unexpected materials like cigarette butts, straws and coffee filters to “solve the problem” at hand. One assignment challenged the students to create an optical illusion while exaggerating a specific part of the body. Many times the materials used are found, the closures are inventive and the price exploring possible solutions. The designers can also take a break from Pattern Development and Collection, where every garment requires a precise pattern, quality fabric and more conventional closures. Alexandra Massa, a senior fashion design student said, “Problem Solving not only pushes us to utilize different materials, it helps us to create a unique garment that we may have never ventured out to make otherwise.”

Photo Courtesy of Annelise Babula

Limit for any given project is around ten dollars, which is a drastic change of pace from typical fashion assignments. The point of the class is to develop concepts, experiment and enjoy the creative process, which is the most rewarding part of this course.”

Photo Credit: Gary Schepp

“Flight of the Helicopter” by Caitlin Quirk;

Spring 2012 // STYLELINE PG 6
Career Spotlight: 
Fashion Law 
Christina Lauria

Not so long ago, the distinguished Christian Louboutin and Yves Saint Laurent were the highlight of fashion headlines. Louboutin filed lawsuits against YSL for use of the trademarked red sole shoe. Legal cases such as this are not uncommon in the fashion industry; accordingly, the legalities concerning fashion are a growing concern. This ever-growing awareness on the legal side of fashion is confirmed by The New York City Bar Association, which established the Fashion Law Committee last January. City Bar President Seymour commented on the New York City Bar website, “This committee will provide the opportunity for lawyers with substantial experience in fashion-related issues to shape law and public policy in this rapidly evolving, global industry.”

On that note, what exactly does fashion law entail? Forbes.com quoted a New York City-based fashion lawyer who said, “Intellectual property protection...is at the heart of fashion law.” Counterfeiting, contract disputes, importation and taxation concerns, industry regulatory restrictions, real estate and employment issues are all encompassed in the legal concerns of the fashion industry.

Subsequently, fashion law is an up and coming university field of study. Fordham University is the frontrunner when it comes to studying fashion law. Susan Scalfi, a pioneer in the field of fashion law, created the first U.S. law school course concerning the subject. She also directs the university’s summer school course on fashion law, created the first U.S. law school course concerning the subject.

The fashion law committee is established the Fashion Law Committee of the New York City Bar Association, which includes several opportunities to dress yourself up. In a few short steps, you can be the recycling fashion queen!

Check out the Five Steps to Accomplishing The ‘REAL Shirt Dress’ Look:

1. Make sure the shirt is 3-4 sizes bigger than your actual size or measurements. (The shirt should be loose fitting even in your actual size. The shirt should also be long enough and wide enough to actually fit as a dress.)
2. Find a random belt for later use.
3. Try on the shirt. DO NOT LEAVE THE SHIRTIT WITHOUT TRYING IT ON.
4. Once you have the shirt on, put the belt around it to make it more form-fitting. If you simply like the oversize look, you can choose not to use the belt.
5. Check yourself in the mirror a few times so you are sure you are in love with what you have picked out. If you love the shirt but don’t love the fit, or the other way around, DO NOT USE THE SHIRT.

This look can be for anybody, no matter the size. Just make sure you pay attention to lengths and widths. The “shirt dress” look is an exciting and eco-friendly way to change up your wardrobe and recycle. It’s also inexpensive and functional. A girl can’t go wrong with a closet full of dresses!

Global Issue: 
Counterfeiting
Teresa Caruso

When most consumers hear the word counterfeiting, they automatically envision dozens of women fighting over Louis Vuitton purses on Canal Street. Consumers are unaware that the purses sold in New York City only account for a small fraction of the billion dollar counterfeiting industry. The fashion industry has little intellectual property protection, which unfortunately, discredits fashion designers and allows their designs to be easily copied. As long as an item has a profitable brand name, it is at risk of being counterfeited. In today’s world, counterfeited items are so readily available that sometimes consumers are unaware they are purchasing them. Last November, the federal government seized 150 counterfeit websites that were advertising themselves as authentic retailers. Well-established retailers have also been guilty of distributing counterfeit items. Deckers, which owns Ugg Australia, recently brought Dr. Jay’s, a footwear chain, to court for selling counterfeit Ugg boots in their stores. Intellectual property rights even cause issues between luxury brands. Christian Louboutin initially filed a lawsuit against Yves Saint Laurent claiming that the red sole used on their heels is a distinctive quality of the brand and the use of it by YSL will confuse consumers and weaken the market for Louboutin heels. The trademark case has been dragging on for months with no end in sight. In the future we could only hope that people within the industry take a stand against counterfeiting and start protecting the rights of designers.

Creating sustainable apparel and accessories is only part of the new phenomenon that is United By Blue. In less than two years, the local Philadelphia small business has also directly removed over 82,000 pounds of trash littering our world’s oceans and waterways.

With a diverse customer base, United by Blue can be found from department stores to lifestyle boutiques; prices range from $18-$159 for clothing, bags and artisan jewelry. But unlike others, the founder of United By Blue, Brian Linton, decided to go beyond just donating a percentage of proceeds to environmental conservation efforts. Merging the two efforts into one company, they are able to make a tangible impact by removing one pound of trash for every product sold online or in one of their roughly 200 retail stores across the United States and Japan. Subsequently, fashion.

Hoping to become the largest beach and waterway cleanup organization, so far the company has hosted 60 cleanups in 12 states, each taking place near one of their retailers’ locations to give back to the community. They will also be hosting cleanups from April to September along the Schuylkill River at Bartram Gardens every first Tuesday of the month from 5:30 to 7:30 p.m. All supplies provided and many nights include food, competitions and product giveaways.

With so much going on, United By Blue is looking for volunteers and interns, with opportunities from cleanup planning to retail marketing to product development (information can be found on their website, unitedbyblue.com). Originally starting as an intern himself, Temple graduate and current director of cleanup, Mike Cangi describes the company as an open workspace creating “a continuous flow of ideas as we work to develop products, find retailers, create partnerships and build a brand focused on saving our oceans”.

Product waste has been a large contributor to our current environmental degradation. The United Nations Environment Program estimates that plastic products alone lead to roughly 46,000 pieces of litter floating in every square mile of ocean. As Mike put it, “At United By Blue we believe that business is a powerful tool to drive social change and our business model has allowed us to build a successful company while making a positive impact on our environment”.

Uniting Fashion and Environmental Conservation 
Bonnie Cats

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Spring Makeup Report

Jasmine Taylor

For the spring season, take the sunshine and warmer weather as a hint to change up from your winter makeup routine. Preparing for the heat means changing your foundation and anything else you put on your skin, as a melted foundation can ruin a made-up face no matter how pristinely applied. This means invest in a good oil-free primer to keep everything in place and shine-free. As the sun’s rays get harsher, be sure to start wearing SPF moisturizer or foundation if you haven’t already. Also, now is the time to take some risks with your look. You can play up your eyes with winged cat liquid eyeliner, as seen making a statement on the runway of Jonathan Saunders’ spring 2012 ready-to-wear runway. If you don’t want to make your cat eye as much of a statement as Saunders’ runway, look to inspiration from 50’s and 60’s actresses like Marilyn Monroe and Brigitte Bardot. If eye makeup isn’t your forte, bright lip colors are also a fun, classic way to get a whimsical spring look.

Bright pink lips were executed perfectly on the Milly Spring 2012 ready-to-wear runway. This color is perfect for brightening up any dull winter complexion, but be sure that the shade of pink you choose is cool or warm depending on your skin tone. A clashing lipstick color is never flattering on anyone. To keep this look updated and mature, be sure it is a matte, not shiny or glossy formula and keep your eye makeup to a minimum.

Spring/Summer 2012

Hair Trends

Alyssa Maiolo

Spring’s debuted hair trends have made it almost impossible to have a bad hair day. This year’s New York Fashion Week presented sleek models from head to toe for this warm, sunny season. BCBG stormed the catwalk with the “wet look” and slicked back their models’ hair.

Rachel Zoe

The best part of this trend is that the look can be achieved by using a comb and some gel or hairspray, applied at the roots. For those who are addicted to coloring or just do not wash every day, this look is perfect to mask the usual greasy effects. In addition to this simple look, Harper’s Bazaar has raved about another “glistening hair” style. It has been coined “the most low-maintenance look of the season” by HB. Similar to the first style mentioned, this trend also looks wet. Hairstylists, such as Guido Palau, doused models’ roots with argan oil, making it look like they just stepped out of the shower. This imperfect hairstyle is quite the comparison to the fall’s precise braids and ponies. Karl Molvær of Harper’s Bazaar described the new do’s as “deconstructed waves and undone knots and twists proved that having a bit of an edge is as chic as ever.”

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Textile Trends: Sheer Genius

Ariana Gross

The 2012 spring season is full of new and exciting trends. With everything from bold, stiff silhouettes to ocean inspired garments, designers are working hard to keep us wanting more. Make sure you try some of the trendy textiles this season, which include denim, lace, crochet, fringe and possibly the most sought-after: sheers. Many of an array of denims has been popular, and can be most successful when combining with a variety of washes. Fringe is back as well — a simple detail that can ultimately make any garment more interesting. Laces and crochet textiles are another staple item to be included in your wardrobe. Many designers are incorporating these into panels or cutouts to make the garment more interesting. Sheer fabrics are big this year and are perfect for the spring and summer. They are lightweight and comfortable and can easily be dressed up or down. Sheers have been seen all over the runway. Not only do transparent fabrics appear on shirts and tunics, but also dresses, skirts and even pants.

Valentina, Alexander McQueen, Badgley Mischka, and Oscar de la Renta are some of the top designers who included this trend in their spring 2012 ready-to-wear collections.

The best part of these textile trends? You can mix them together for an even bigger statement, and it’s possible to create some of your own looks. Try cutting a t-shirt or a sweater, or adding lace to an old pair of denim for that one-of-a-kind look. Be sure to experiment with some of this year’s spring textiles to keep up with the trends.

Snow & Sweaters to Sun & Swim Suits

Amber M. Lewis

It’s that time of year again. That time when the weather’s getting warmer, and it’s not quite so easy to hide that extra winter weight we’ve picked up under chunky sweaters and pea coats. We all have that bathing suit we are picturing ourselves wearing on the beach this summer. Here are five rules to stick by to help you get ready for that bikini.

Forget about a diet! Diets are usually unpleasant, and don’t tend to last very long. Instead, simply make healthier long-term changes in your daily food intake. Small gradual changes and substitutes work best. Replace that afternoon candy stash with some crackers, or start enjoying frozen yogurt instead of ice cream.

Drink Plenty of Water: This may sound like a played out weight loss tip, but it really is true. This will allow you to burn fat more easily and flush your body of toxins.

Increase Your Steps: Studies show that taking 10,000 steps a day can be a very effective step towards weight loss. Try increasing your steps by taking the furthest entrance into buildings throughout the day, or even simply by pacing the floors during your phone conversations.

Remember these tips, and you’ll be ready for that bathing suit in no time!

Survey Says

Hilary Wise

We took some time this semester to ask students on campus about some of our favorite fashion subjects.

When shown a photograph of Minnetonka fringe boots, and asked what they thought about them:

“What are those for? Doing rain dances?” -Aaron, Psychology Major 2013

“ ‘What does Karl Lagerfeld do as a career?’ “owns a local beer brewery.” -Tim, Finance Major 2013

“ ‘A magician.’ “ ‘Owns a local beer brewery.’” -Katie, Criminal Justice Major 2014

“ ‘Bryant Park, New York is a venue that … an event…’ “Woodstock” -Alex, Education Major 2015

From Snow & Sweaters to Sun & Swim Suits

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