

STYLE *line*

Philadelphia University

Fall 2004

Focus on . . . Rome by Abby Hertweck



Abby poses at the Trevi Fountain.

Entering a different country is like stepping onto extraterrestrial land for the first time. If this celestial terrain is Italy, you are in for a good adventure. Everything seen from the eyes of a newcomer will become overwhelming to the senses. Roma é Bella, yes the fashion, otherwise called "La Moda," the structural design of ancient buildings, and even the gelato are wonderful things to indulge in. When one is no longer a stranger to the customs of the culture, the Roman way of life becomes second nature.

When living in Rome, it is not hard to live the life of fine Italian leather, Missoni knits, or Ferragamo shoes. Whether you are window shopping or grabbing some hot shades off a street vendor for ten Euros, you will inevitably become a fashionista in Roma, Italia. It is difficult not to dress as the Italians do with their own sense of "La Bella Figura," a term that means "The Beautiful Figure." *La Bella Figura* reflects the Italian custom of always dressing nicely, and indeed they do, which was something that I highly respected while living in Europe. There is a paradox between Italian stilettos and American sweatpants; the Italian way of dressing is something that America will not be able to replicate. There is also nothing that is more invigorating than stepping into a real Italian market and buying fresh oranges, just-baked Italian bread, and a delicious bottle of chianti. These small experiences become treasured thoughts once they are gone. The entire atmosphere was so euphoric that I would give anything to live there once again.

As an actual fashion design student and having the opportunity to study beautiful design in Italy can be considered an exceptional blessing. The studio courses that Philadelphia University students took abroad were fashion illustration and fashion design. These core design classes, such as fashion illustration, focused on capturing an image and rendering it, while understanding the drape of certain

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Focus on . . . Alumni By Lauren Bertrando

It all started in May of 2000, when Sibyl Lindsay went to a school-sponsored career fair. As a junior, she was already well aware of the importance of starting a job search early. She was very interested in Anthropologie, whose home office is nearby on Walnut Street. Unfortunately, Sibyl was told that the company was only looking for graduates.

Not discouraged, she decided to leave her resume for future openings. Shortly thereafter, she received a call from Anthropologie's Human Resources Department; they were looking for interns. In 2001, her successful internship led to a job as product development assistant, followed by two years as assistant buyer.

Sibyl is currently employed by Urban Outfitters as associate buyer for the Housewares Division. Powered by a degree from Philadelphia University in fashion design, her career continues to move in new, exciting directions. "The fashion industry is rich with potential employment opportunities that we are barely aware of as undergraduates. I wanted a job right away, so I didn't limit myself." Sibyl's willingness to be flexible during her initial job search enabled her to gain invaluable training and experience. She is proud of her successful transition from school to work in contrast to classmates who fixated on finding

their "dream" job, but who remained unemployed. Despite her job title, much of her job is, in fact, design-related. She helps to create many of the home textiles seen in the store; everything from window panels to bedding. Drawing directly on the knowledge she acquired in earning her degree is a source of great satisfaction for her.

Sibyl says she loves the challenge of her job. "I have to convince my customer not to buy that shirt to wear out to the bar, but to buy that



Sibyl Lindsay

pillow that will look great in her apartment instead." The casual environment and young co-workers keeps work fun. "The best part of my job is that there are no limits to what I can do."

With many students feeling anxious about their future in the industry, Sibyl offers some very concrete and practical advice. She would tell students, "you cannot be too

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Danielle Swain

In my second year as editor, I have really developed a strong affinity with *StyleLine*. I feel it is a great publication that involves the community. Our goal is to create interest in every aspect of the fashion world. In this issue, our talented writers examine the latest trends and accessories, textiles, beauty tips, and interview alumni. We also have included a report from abroad, which I hope everyone will enjoy. Don't forget, as you are enjoying this issue to look at the Calendar of Events. This

year still has many things in store, like the Design X Show, along with the annual spring fashion show at the Academy of Music.

I thank everyone who has made a contribution to this issue of *StyleLine*. Without the talent and enthusiasm of the writers, or the interest of the university community, *StyleLine* would not be as anticipated as it is. I would also like to thank Clara Henry, Doreen Burdalski, and Freddi Ford, whose knowledge and guidance is invaluable. Thanks all for your support.

Happy Holidays!

Danielle Swain

Rome

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clothing and applying it to a figure. The fashion illustration and fashion design course were tied together because students were illustrating and creating simultaneously. Nora Aponte was a brilliant professor, who was not only a teacher, but someone who provided a plethora of knowledge from her own experience in the field.

Earlier in the spring, the fashion design students who studied abroad exhibited their work to students and faculty. On March 2, designer inspiration boards filled the walls, with such Italian designers as Alberta Ferreti, John Galliano, and Missoni. The cultural spirit was brought back to life with Italian music, pizza, and many photographs. The experiences and memories of Italy broadened my horizons and helped me learn and appreciate a different way of thinking. I would suggest to anyone who wants to open his or her eyes to a unique culture that living abroad would be the way to experience it fully. Ciao!

Focus on . . . Shopping

By Arlisha Witcher

This season's focus on shopping was Public Image, located on 4390 Main Street in Manayunk. Upon walking in the hip, and always trendy boutique, I was immediately drawn to the deliciously tasteful ponchos. You can say that Public Image has a knack for knits because here, you do not find your everyday wear. The styles range from women's knitted sweaters and tops, to corduroy jeans, to tweed and wool jackets. Accessories include beautifully knitted scarves, hats, leather bags, belts, and jewelry. Some of the brands I found were, Juicy Couture, Milly, Hadley Pollet, and Catherine Maldrino, enough to satisfy any fashion fiends hunger for style. The prices range from \$40 to \$150

for accessories such as genuine leather handbags, watches, and charm bracelets. Jeans, coats, jackets, and other clothing items range anywhere from \$50 to \$500. Their greatest asset, from my point of view, are the coats and jackets, which are very well-made and tailored, coming in a variety of styles, colors, and fabrics. Public Image would be a great boutique for a splurge on a nice jacket (although you may have to invest a little more cash than usual). For the thrifty shopper or, "Betty on a budget", their accessories are a great buy. I even spotted a few vintage Ts! There seems to be something for everyone, so check out Public Image on Main Street in Manayunk.



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A publication written by Philadelphia University Fashion Design, Fashion Merchandising and Fashion Apparel Management students for fellow students, faculty, staff, alumni and friends of the University.

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Focus on . . . Fashion Illustration

by Danielle Swain



Fashion illustration has been an important element of the fashion world for centuries. Before the days of photography, illustrations were used to sell garments and in fashion magazines such as *Vogue*. Today, fashion illustration has become incredibly diverse and can be adapted to convey an infinite number of feelings or moods.

Fashion illustrators rarely receive the same level of recognition as fashion designers and photographers. There are always exceptions, like the famous Puerto Rican illustrator Antonio Lopez. His work was featured in publications such as *Vogue*, *Women's Wear Daily*, and *The New York Times*. Antonio proved that the work of fashion illustrators is just as important as that

of other professionals in the fashion industry.

There are many known fashion illustrators presently that hail from all over the world. Modern illustrators from Japan have created a new and fresh look of fashion through their drawings. The influence of the Western world on Japanese fashion is apparent in the beautiful illustrations by such artists as Yuki Maeda, Mifumi Mineta, and Hitomi Nagu.

Today's fashion illustrators are responsible for many of the graphics one sees everyday and might overlook, as on beauty products or accessories. Well, you better start looking; a little piece of art might be sitting right in front of you and you wouldn't know it!



For more information and portfolios of some of today's fashion illustrators, visit <http://folioplanet.com/Illustration/Fashion/>

Illustration by Antonio Lopez

<http://www.designerhistory.com/historyofashion/illantonio.html>

Illustration by Yuki Maeda

http://www.gingkopress.com/_cata/ima2/mondof-0.htm

Illustration by Mifumi Mineta

http://www.gingkopress.com/_cata/ima2/mondof-0.htm

Illustration by Hitomi Nagu

http://www.gingkopress.com/_cata/ima2/mondof-0.htm

Alumni

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shy. We've turned many people away because they just don't have anything to say. In this business, you have to be hungry for it." This also means being willing to tackle projects beyond the parameters of your major because "you never know where it might lead."

A Great Look for a Good Price

By Jillian Godfrey and Christina Reichold

What does being fashionable mean to you? Fashion is about being in style, not about the price tag. Style is a person's own artistic expression and individual taste. People often look to celebrities for style and fashion ideas, although we really don't have their million-dollar salaries to play around with. Going to college, where fashion is such a big part of our lives, we often want to keep up with the trends. We decided to show how this is very possible, even when working with a tight budget.

Two of the hottest items of the season are ponchos and brooches, which can be worn beautifully together or separately. Both ponchos and brooches come in such a wide variety that we



Sibyl believes that doing an internship is crucial. "Try to get involved in many different things at work; get to know people around you and see what they are doing." She hopes to transfer her experience at Urban into her own housewares business. Sibyl has discovered a formula for turning education and information into income that we can all emulate and admire.

narrowed it down to just one look. We have chosen a striped poncho that we paired with a flower shaped, crystal-encrusted brooch. We went to a variety of different stores with a drastic range of prices. Starting on the higher end of the spectrum we went to Saks Fifth Avenue. There we found a multi striped Poncho almost identical to the one in the picture for \$174, and an Adriana Orsini Crystal Cluster Brooch for \$125. To put things into perspective we then went to Strawbridge's where we found an equally appealing striped poncho on sale for only \$19.99 (originally \$28.99), a price almost impossible to pass up. The brooch was also attractive yet inexpensive, only costing \$14. This just goes to show you that shopping is an art. If you use some creativity it is something that can be very manageable

How to be a "Professional Heel Wearer"

By Jovan O'Connor

While outdoor boots like UGGs and moccasins have stomped their closets, the popularity of heels still all-time high. When shopping for must-have heels, many have (surely made for the runway heel wearers) without a second thought. Now that it's time to these gravity fighters, wondering: How can I make it all day in these shoes without my feet screaming by the end of the hour?



Well, fortunately, I've uncovered a few secrets and suggestions that will have your feet screaming *thank you*.

- 1. Know yourself:** It is important to realize how well your feet can handle heels and for how long. Never try to push your limit because doing so could cause unwanted discomfort.
- 2. Wear shoes that complement your lifestyle:** If you spend a lot of time on your feet, buy styles with smaller heels to prevent the pain caused by too much pressure on the balls of your feet. Kitten heels are a perfect example and this season, they are just as stylish as high heels. The styles with rounder toes may also prevent corns and bunions from forming as a result of too much pressure. Bottom line — pressure is bad.

3. Wear the correct size shoes: We've all bought at least one pair of shoes that weren't our size when the price, style, or color was too good to pass up. Shoes that are too tight will almost always cause pain and discomfort. If you buy shoes with extra space, you can insert arch supports or insoles, which will provide extra padding under your feet.



4. Maintain correct posture: When wearing heels, walk with your spine aligned upright and avoid hunching forward or arching the spine. Remember, balance is the key factor to walking in heels.

5. Avoid shoes that are cheap in quality: Buying shoes with low-quality materials and construction may be harmful if they aren't designed to support your feet and posture. Buying better quality shoes prevents discomfort and you can wear them more.

- If you still prefer higher heels, try to wear brands that offer both style and comfort.
- The instant you start to feel pain under the ball of your foot, tilt your foot upward with your heel in the ground to shift your weight. Try to flex the muscles in your feet by wiggling your toes in all directions. Switch feet after a few minutes and continue to do so until you feel some relief.
- Lastly, remember that a professional heel wearer is always prepared — keep a spare pair of shoes in your car or locker.

Hopefully these suggestions will help Philadelphia University's students become the best at "strutting our stuff." The catwalk won't be big enough for all of us.



Focus on . . . Textiles

By Stephanie Samsel

Tweed Combines a Classic Look with a Modern Twist

Fashion has taken inspiration from our grandmother's wardrobe with tweed as the hottest textile this season.

Tweed items are in high demand in the fashion and textile industry for their year-round use due to the variation of fibers. Today's tweeds are soft, light and growing even more popular by the minute in a variety of colors and patterns. Tweed is one of those classics that has reinvented itself in the past year with a modern twist. Designers have added extra details such as frayed edges, brooches, bows, and glittery sequins to accentuate the look for a more fashionable, modern style. Through this continuation of girly, feminine looks, tweed has made a comeback in the fashion industry. Tweed jackets have been a particularly strong look for fall and winter.

One great aspect of tweed items is that they can be dressed up for a night out or dressed down for a more casual day look. Tweed can be worn by people of all ages and is seen on students to sophisticated professionals all around the nation. As surprising as it may seem, tweed was ranked as one of the top-ten, most popular, back-to-school must-



haves. Almost every clothing item you could possibly think of comes in tweed including blazers, long coats, skirts, pants, purses, hats, brooches and shoes. They can be worn as sets or as casual separates mix-and-matched with everything from silk tops and button-down collared shirts to t-shirts. Pencil tweed skirts worn with high leather boots or pumps are a classic, but sexy look, hot for this winter and no longer just for the workplace.

Every designer and retailer is showing a multitude of tweed pieces in their collections. No designer does the

uptown lady look better than Ralph Lauren.

Best-sellers include tweed skirts by Dolce & Gabbana, as well as Chanel, Marc Jacobs and Emanuel Ungaro. Soft colors and light-weight fabric are being shown for Spring 2005 tweed styles. The sophisticated, figure-conscious cuts and feminine details have updated this traditionally boyish look, transforming tweed into a new fashion crave.

Tweed items can be found everywhere you look in fashion shows, stores, magazines and online web sites, and within a broad price range — making tweed a signature look affordable for any budget. For both winter and the upcoming spring season it's all about feeling luxurious in a classic, sexy, yet sophisticated style in any tweed. Fashion's favorite fabric

has come a long way from its "rough-and-ready" roots to becoming the chicest piece of your winter style. So if you're a fashion diva craving the hottest trends, you may want

to consider raiding grandma's closet for some tweed pieces to incorporate into your wardrobe these upcoming seasons.



<http://www.style.com>

Chanel, Marc Jacobs. All Photos by Marcio Madeira Emanuel Ungaro, Oscar de la Renta, Anna Sui, Versace, Dolce & Gabbana



Focus on ... Trends

By Danielle Baldali

As the sun set on the final days of summer, the City heated up with the hot designs for Spring 2005 during New York City's Fashion Week. The runways were lit with a rainbow of colors including ocean blues, pretty pinks, crisp whites, lime greens, and prismatic peaches.

Michael Kors showcased his collection with bright whites, oversized handbags, strappy sandals, and large, floppy hats. Flowing chiffons and bold floral designs also took over the runway, while many of the models sported chic, oversized sunglasses to complete the look.

Marc Jacobs made a statement with his collection of bold colors and floral prints. Feminine tops adorned with bows and polka dots were matched with full skirts in sassy sherbet colors, or daring menswear-inspired capris worn loose or cuffed. These were bright and brazen!

Tommy Hilfiger designs were preppier than ever for his spring collection. The designs were sailor inspired – red, white and blues, with buttons and stripes.

Ralph Lauren kept it feminine and pretty with his spring collection. The runway was dazzling with bright whites, pale yellows, baby blues and metallics. The designs were clean, sophisticated and flowing. Stunning metallic dresses were the hit of the show. Pencil skirts, strappy sandals, and cardigans were also shown, worn with many outfits in a variety of colors.

Carolina Herrera designs were pretty and polished. Her spring line featured flowing ladylike dresses, embellished pencil skirts and bright tangerine and turquoise colors. The show ended with Herrera's collection of fabulous flirty gowns made of light, flowing fabrics that are sure to be a hit on the red carpet!

While Fashion Week showcased many different styles, keep your eyes open for some definite spring essentials, including oversized sunglasses and handbags, bold colors and prints, and strappy sandals. The soft, feminine look will still be around when the weather warms up, so keep your cardigans, brooches, and pencil skirts handy. And, for a more casual look, mix some polo shirts and men's-inspired pants into your wardrobe for a classic look that is hot for spring and never goes out of style.

Focus On . . . Color

By Lisa Troup

The colors for spring of 2005 are anything but boring. The featured colors are bright and cheery, just as they should be. As seen at the Coterie Show in New York City, the colors include pink and yellow lemonades, brushed plums, wasabi greens, mangos, corals, and Bahama blues. One could say that the colors of the season are pastel with a punch!

The hot colors for the season are being used by many famous designers. Alexander McQueen uses an array of milky whites, soft mint greens, and light silky yellows in his designs for spring. In the Chanel lineup for spring are silvery grays, buttery yellows, creamy whites, and light lavenders. All of these colors complement the line's new ads featuring the soft-faced Nichole Kidman. Calvin Klein punches things up with a jewel-toned greenish-blue and a stark, but shiny white, to make the color pop on the runway. At Fashion Week, Dior turned things up a notch by adding touches of cranberry punch, tiffany blue, and canary yellow.

The pantone color report paints a new world — bohemian feel in the exotic colors for the spring that follow the trends in the loosely struc-

tured clothes. Vibrant green, flame red, kelp, coral reef, sweet lavender, begonia pink and slate gray are huge colors for the season. Another hot color for the spring is called blue turquoise. It has been used in designs by Michael Kors, Peter Som, Tracy Reese, and many others. This bright color is a reflection of the season and the Mediterranean feel. When combining this color with other tropical island colors — such as tiger lily orange, leaf green and bright raspberry — the spring feeling comes alive.

One last feeling for the spring isn't just done with a color. The theme for spring is vibrantly shown with the many beads, sequins, and glitter used on the designs. The bright glow of the clothing isn't just from the beautiful and fresh colors. The designs are spotted and sometimes covered with the metallic sparkle. The shine is showcased in all of the above-mentioned colors that are used to complement and contrast the fabric on which it appears. The sequins and beads add to the glamour of spring and remind us of the sparkling ocean waters and glistening nights. This upcoming spring season is all about the vibrant colors and the glistening shine of the dazzling tropical islands.





Key To The Cure

By Jennifer Nocera

On Oct. 14, Saks Fifth Avenue opened its annual four-day *Key To The Cure* event. All of Saks' cardholders were invited for a night of cocktails, hors d'oeuvres, designer trunk shows, and silent auctions. Two percent of sales from the four-day shopping weekend went to more than 60 charitable programs dedicated to finding a cure for women's cancers. In the past, Saks has raised over \$13 million for the cause.

Students from several Philadelphia design programs were asked to redesign the classic white T-shirt into something they felt reinforced the *Key To The Cure* campaign. These T-shirts were then sold at auction with all the proceeds from their sale going to the campaign. As one of the student designers, I understand just how important this event is. Without events like this, there may not be enough funding for research into the cures of these cancers. I redesigned my T-shirt with lace, ribbon, and rhinestones to add glamour to what is usually thought of as a casual piece of clothing. This was my second year designing a T-shirt and I enjoyed participating knowing the proceeds from the purchase of my T-shirt were going to a good cause.

Many Philadelphia University students had their own reasons for participating in this event. Some students lost someone close to them to cancer and did this as a way to give these cancer victims a voice. Marlene Olsen, who took inspiration from the pink ribbon and knitted her T-shirt



into a scarf, said "I became a part of this event because a friend of mine lost her mother to breast cancer." Courtney MacEslin, who incorporated pearls into her design, lost an aunt to her battle with cancer, "I am a huge advocate for finding a cure. I did this in my aunt's name." Others participated in the event as a way to get involved. Eun Kyung Lim, who made a matching leather purse pouch to incorporate with her T-shirt design, said "I wanted to participate in this event because it was a way to utilize my creative energy with fashion for a greater cause."

Each student had their own idea of how they wanted to get their message across in their T-shirt design. Carol DiNovis used a key hanging from a breast cancer ribbon, "It signifies that every time we see one of these pink ribbons it means that someone has donated money to bring us closer to unlocking the cure."

Not only do these T-shirts raise money for a cure, but they also raise awareness of women's cancers. Lauren Bertrando said, "These shirts act like a symbol for the cause. The shirt can start a conversation, which can then



Students enjoyed working for the cause.



start an action. It starts as 'I love your shirt. Where did you get it?' to 'Wow, maybe I should get involved with this.'"

Although a cure for cancer has not yet been found, events such as *Key to the Cure* bring us that much closer to finding one.

Focus on . . . Faculty

The Students' "Hip" Exam for Professors — Or StyleLine Turns the Table

By Kristie Weir

We at *StyleLine* recently decided it was time to turn the table on our favorite professors by giving them a pop quiz. We asked them about some of the hippest brand names in fashion right now. Our "hip" exam revealed that brands such as Gwen Stefani's new line, L.A.M.B., and the popular French Connection, threw even some of our most brilliant minds on campus for a loop. Don't worry: no professors failed this exam; however, that is only because we gave them all an "A" for effort. Here are some of the answers we just had to share:

Professor Crook of Marketing Communications, when asked to describe L.A.M.B., replied "A tasty treat?"

Professor Solano of Accounting was asked what comes to mind when he hears the word UGG. He replied "Uggy!"

Professor Keidat of Financing was asked what he thought the French Connection was. He replied, rather confidently, that it was "the drug connection between France and the United States."

Professor Lermack of Management was asked what FOSSIL was and comically replied "Someone my age!"

Professor Simms of Design Concepts was asked to describe baby phat, and she replied "Little baby legs in a diaper?"

Looks like our professors have a little homework to do to on "what's hip?" Still, we thank each one for being a great sport through it all.



Professor Lermack



Professor Keidat



Professor Simms



Professor Solano



Professor Crook

Events Coming Up in Spring 2005

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

January

25 Design X Fashion Show

February

TBA Fashion Merchandising Career Spotlight

TBA Fashion Design Study Abroad Exhibit

TBA Trend Seminar

March

TBA Fashion Merchandising Career Spotlight

TBA CFDA Scholarship

April

TBA Fashion Merchandising Career Spotlight

TBA Coates Brothers Design Competition

30 FIA Annual Fashion Show, Academy of Music

May

TBA Air France

TBA American Heart Assoc. "Go Red for Women" Campaign

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