**Focus on . . . Alumni**

By Kristen Goldy and Kari McElwee

When mentioning “fashion,” very often, the industry is seen as risky. However, for Gretchen Miller, a former Fashion Design major at Philadelphia University, and her partner, Lori Hedrick, an unconventional slow-and-steady approach appears to be the right one. The Trenton, N.J., natives founded Lolo + Gretch Dahling in 2002, a collection of uniquely designed wrist bags characterized by patchwork detail and vintage feel. Recently, I was able to catch up with the creative women to discuss their experiences in the business. Miller and Hedrick have come a long way to the grand opening of their own boutique in the basement of The Antiquarian’s Delight (between South and Bainbridge on Sixth). Miller recalls, “I attended school in ’93 for two and a half years, then ended up dropping out for five years.” It was during this time that Miller reunited with high school gal-pal Hedrick. They began brainstorming their future handmade-bag collection, while working several jobs on the side. Miller explains, “We did purses because it’s a niche market. It gives us the chance to make one thing, and make it really well. Then we stand out more.” However, in contrast to the strategy of most growing businesses, Miller and Hedrick rely only on themselves in terms of funding and exposure. “We’ve never taken out a big loan or anything,” Hedrick explains, “we only use the money we make.” This approach certainly slows expansion; yet Miller and Hedrick are proud to say the business has wholly been their own creation. Miller rationalizes, “We built it. We both put in 100 dollars at the beginning. We have a website. Then, every time we make something, it all goes toward the company.” Likewise, the designers spent little on advertising, but in just three years the bags have gained notoriety and a market.

When questioned on the designs’ inspiration, Hedrick credited the exploration of the average thrift store. The pair has also just recently enhanced their latest “Live and Learn” collection by collaborating with friend and tattoo artist at Eddie’s on 4th, Bird. Miller clarified: “Bird paints [the designs] on leather, then we sew them onto

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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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Autumn is my favorite season. The days are crisp, and the leaves are changing, just like fashion. Our goal at StyleLine is to keep you updated with the changes in every area of fashion. Interested in the latest accessories? Or, the latest colors? Maybe you are more interested in the technological side of the industry. Hair, beauty, alumni interviews, the latest collections — whatever your interest, we cover it.

As you're enjoying this latest issue of StyleLine, make sure you look at the Calendar of Events.

The year is only getting started, and there are so many exciting things in store — the Design X Show in January and the annual fashion show in May.

StyleLine is a way for the fashion community at school to interact. We want everyone to find something that piques interest and inspires. This would not be possible without the contributors enthusiasm and community support. Also, I would like to thank Clara Henry, Doreen Burdalski and Freddi Ford for their endless patience, guidance, and enthusiasm.

Best wishes,
Danielle Swain

The Look for Less: Black is Back
By Elena Economopoulos and Kate Schnitzer

For the Autumn/Winter 2005-2006 season, the color black has reclaimed its powerful presence on the runway. This time around, the simplicity of the color is being accentuated through luxurious fabrics, including silk, velvet, leather, lace and tweed. Designers, such as Calvin Klein, Marc Jacobs, Versace and Michael Kors, have used these elements to create professional, glamorous, and classic looks that can be worn together or paired with pieces you already own to produce more casual, everyday looks.

In this signature look from Michael Kors’ Autumn/Winter 2005 collection, he updates a sophisticated suit with feminine cuts: a full, softly pleated skirt and a cropped jacket with silver metal buttons, a corset-style lace-up back, notched collar, peaked lapels, epaulets, and long sleeves with button cuffs. This look is completed with black, round-toe leather pumps and a black-leather, satchel handbag with silver hardware.

Although this look from Michael Kors retails for over $2,700, the classic color and clean lines make it possible to recreate this designer look for a fraction of the price. The first piece to find, and perhaps the most difficult, is the knee-length, voluminous skirt. Banana Republic offers a full, black, organza skirt for $88. We found a black-velvet, cropped blazer on sale for $34.50 at Old Navy. However, we suggest adding a black camisole under the blazer to make the look more appropriate for a work environment. Target’s ebony Mossimo Venise Cami is a steal at $8.99. To finish this look, add Target’s black Uptown Barrel Satchel ($19.99) and Payless’ black Jury Pump ($12.99). Pair these pieces with confidence, and no one will ever guess that you only spent a total of about $165.

4. Target’s black Uptown Barrel Satchel, www.target.com
5. Michael Kors’s Fall/Winter 2005-06
6. Banana Republic Black Organza full skirt
Focus on . . . Trends
By Stephanie Samsel

For Winter 2005-2006, black moves back into the spotlight worn in new ways with blouses, dresses and ultra-feminine tailored pants. Purple and shades of silver are the other new standout colors, along with some muted tones continued from fall.

Throughout this past autumn and upcoming winter, fashion is influenced by four key looks: country, military, aviator and romantic; or, as some say, bo-ho reinvented. The winter season is refined and glamorous with lace, embroidery and sequins. This soft, feminine style is strong in velvet, corduroy and tweed gans. Fitted blazers and shrugs seen with cozy, belted cardi isoles. Girl-glam can also be tie-front tops over longer cam.

You can always be safe with a few trend-proof winter buys such as a cashmere sweater, leather boots, wool coat, jean jacket, velour suit, white blouse and a cocktail dress. All are sure to be in style, while keeping you feeling great and looking fabulous. The weather can’t stop us girls from looking our best with the trendiest items, whether your look is sweet, sexy or sophisticated. With winter in full swing soon and the holidays right around the corner, keep warm and look stylish with these new fashion trends of the season.

Focus on . . . Textiles

Exhibition at Cooper Hewitt
By Danielle Swain

Textiles are being used in new and exciting ways which, years ago, we would have never thought possible. The Extreme Textiles exhibition at the Cooper-Hewitt National Design Museum in New York City explored new and interesting uses for textiles. In fields ranging from medical to sport, the exhibition showed that there is no limit to the application of textiles.

In the medical field, textiles are used to in many different ways. New, synthetic arteries can be inserted into the body to replace a faulty one. A method to encourage muscle growth in a deteriorated shoulder is achieved by using embroidery. A textile is embroidered and inserted into the shoulder. The multi-directional quality of the embroidery closely imitates the movement of shoulder muscles.

How about a prototype featured at the exhibition, strips of carbon can be woven together around a cylindrical base in such a way that the building stands. It is supported by itself, relying on tension. Interesting to think about.

In the sports world, textiles are extremely inventive. There are new innovations that are meant to extend the performance of the athlete. Anti-perspiration and cooling textiles are such examples. And for the extreme-sports players, there is the wing suit. This suit allows the wearer to glide through the air at speeds of up to 100 miles per hour.

The use of textiles is infinite. They are used to protect our military, increase efficiency in space research, and even to make a bear-proof food bag. Whatever you need, you got it. The exhibition truly showed how textiles are present in every aspect of our lives.

Textiles are important in today’s world. They allow for new and innovative products to be produced that can help people in many different ways. In a world where our natural resources are depleting, textiles might be the solution.

For more information, visit ndm.si.edu/EXHIBITIONS/index.html, and click on past exhibitions.
Focus on . . . Events
Fashion for a Cure
By Lisa Troup

Many of us are aware that October is Breast Cancer Awareness Month, a month dedicated to all who have survived, fought, and continue to battle this serious illness. Breast cancer has touched many of our lives in some way or another. Thankfully, Philadelphia has used its passion for fashion to help raise needed funds in the fight against the disease.

On Oct. 19, the “Think Pink” Fashion Show was held at Grapestreet in Manayunk. It concluded a month of activities in Manayunk to raise money and promote awareness. The show consisted of clothing from all of the retailers on Main Street, a hair contest among Manayunk’s three most popular hair salons, and a fun night of fundraising. The fashion show’s theme, “Primitive Future,” was showcased by using modern looks with very earthy fabrics and colors. The pink part of the show was done by the salons: L’etoile, Art + Science, and Glow. The three salons competed for the best and most outrageous hairdos that included pink in some way. Salon L’etoile won the competition boasting a pink mohawk on a male model. Speaking of the models, the entire Sixers’ dance team, as well as a few Philadelphia Soul Football players, walked the runway for the cause.

Overall the event raised more than $1,000 for the American Cancer Society. “To have a great time and raise money for a wonderful cause was just the thing that we were trying to achieve,” said André Mitchell ’01, the owner of bias in Manayunk and the coordinator of the fashion show. “It’s nice to see people giving their time and energy for such a good cause.”

A second fashion event for breast cancer takes place every year. It’s Saks Key to the Cure.

Focus on . . . Campus Fashions
By Lauren Bilofsky and Erin Satchell

As a student here, have you noticed how others always dress up for class? Have you often wondered how stylish you are and how this school compares to others in Philadelphia? As incoming freshmen, we have asked the same questions, so we decided to go to other Philadelphia campuses to see where we stand. We wanted to observe both male and female fashion and how living in the city impacts personal style.

We started here at Philadelphia University questioning our classmates. The general consensus was that girls here dress stylishly and seem to wear a lot more designer labels. When asked about this, Julie, a freshman from Bensalem, Pa., said, “There’s a lot of sweatpants, but also there is a sense of style with cowboy boots, gold belts and designer clothes.”

Next, we ventured over to Drexel University, where we found more of a typical university fashion scene — less emphasis on name brands and more on comfort. Devon, a freshman from Fulton, N.Y., agreed when he said, “I like to think I am dressy-casual. I wear sweaters, shirts, and ties, but always accompanied by jeans and Chuck Taylors.”

After Drexel, we went to Temple to see where they are positioned on the spectrum. After hopping off the train, we found Temple a much more casual environment, where sweatshirts and sweatpants are the dress of the day. Krista Gamble, a freshman from Newtown, Pa., confirmed our suspicions. “Men dress in lots of casual wear,” she said.

Our conclusion: All campuses in Philadelphia reflect the hustle-bustle of the city. Our campus stands out however, for its eclectic range of styles that range from designer labels to sweats. Here, everyone displays their own personal style. It’s why Philadelphia University is Philly’s stylish campus.
Focus on . . . Accessories
By Jessica Sagot

Shoes:
Boots are big this fall. The most popular version right now is the stacked-heel boot. Chloé got it just right this season with its Paddington boot, the perfect leather, stacked-heel boot to fit over your skinny jeans. This season, we’ve also seen a new twist on the classic loafer. A high-heeled platform version was spotted all over the runways in a variety of rich, velvety colors.
Flats returned for another season as well, showing some signs that they may be here to stay. Suede, patent leather, velvet, satin, rhinestones, quilting, and ribbons — this fall, flats are taking chances and they aren’t holding back.

The perfect stacked-heel boot is the Chloé Paddington.
www.net-a-porter.com

Yves Saint Laurent Platform Loafers.
www.saksfifthavenue.com

Bags:
In the world of handbags, this season is all about luxury. Whether it’s ornate embroidery, dazzling embellishments, or cozy shearling ... anything goes. Even luxury-handbag leader Hermès has put a new spin on its classic Birkin bag, creating a version made entirely of sheepskin and retailing for about $12,000.
Vintage-inspired minibags and palm-size clutches are making a comeback, as well. These are being shown in every style from tweed with chain-linked straps, to plush velvet and luxurious mink. Designers such as Fendi and Gucci have released crystal, gold and metallic minaudières. While you’ll have to limit what you can stash in them, nothing says style quite like them.

The season’s most coveted bag is the Marc Jacobs quilted, multi-pocket bag, and while it comes in a variety of colors, the petrol blue seems to be on the top of everyone’s wish-list.

Marc Jacobs quilted multi-pocket bag in petrol blue is the season’s most coveted bag. www.saksfifthavenue.com

Focus on . . . Color
Earth Colors Top Fall/Winter Fashion List
By Amy Rose

As the leaves change color, so do the dominant colors of fashion. That’s the word from several influential clothing designers and clothing manufacturers, many of which have shifted their interest from such colors as vibrant greens, pinks, and turquoise blue of past seasons to Fall 2005 palettes with an array of warm, rich earth tones.

The most prominent colors of Fall/Winter 2005/2006 will be Moroccan blue and full-toned brown shades, including glazed ginger and dark chocolates. Other important colors of the season include ruby wine, burnt orange, moss, burnt olive, “atmosphere” gray and rattan (burnished yellow). These deep, rich colors already are making their way down runways from New York to Milan and onto sidewalks across the United States.

Designer Carolina Herrera focuses her designs on a color palette of Mimosa yellow, caramel, gray and ivory. Her inspiration flows from natural elements, such as stones and gems, and also the artwork of Andy Goldsworthy, whose sculpture pays tribute to the hues and shapes of nature. Herrera’s color strategy for this season contrasts light colors with deep hues — blush with raspberry, for example — to create an intense look.

Other designers are finding their color inspiration in a variety of influences, such as Cynthia Steffe’s Russian-inspired clothing, Benjamin Cho’s designs inspired by his own instincts (with a little “Superman” mixed in), and Nicole Miller’s Nordic- and Viking-influenced clothing that features the silver patina of armor.

This season is all about lush, concentrated colors. It’s a great opportunity to trade in your blue-turquoise sweater from spring for that lovely, intense Moroccan-blue number.

Source for information and pictures: www.pantone.com and Benjamin Cho

Source for information and pictures: www.pantone.com and Benjamin Cho
Focus on . . . Hair & Beauty
By Danielle Bacigalupa

Romance is in the air
This fall, romantic styles are flourishing. Furs, tweed and velvet are taking over. The romantic styles do not end with apparel, however. Hair and makeup trends are reflecting this new fascination with romance, as well.

Put your hairspray and wax away this fall, and get ready to let your natural locks flow. When it comes to hair, everything is loose, natural and flowing. It does not matter whether it’s curly, straight, or wavy; just keep the style as low-maintenance as possible.

If you decide to color your hair, keep in mind that hair color is going luxuriously rich and dark this fall. The focus is on classy, sophisticated styles, rich colors, and looks that are easy to manage.

Much like hair this season, the makeup color palette is sensual and luxurious. Rich colors help brighten the face during the cold months. This fall’s eyeshadow colors include everything from plums and browns, to greens, grays and pinks. The classic red lip is back, but remember to tone down your eyes if you plan on rockin’ the red lips. To go with the eye and lip colors, choose a blush that has plum undertones, or use a bronzer. These makeup shades can be found in every budget range from drugstore brands to designer products.

Warm up during these cold months with rich colors!

One Look - Five Ways
By Danielle Bacigalupa

One of my favorite things about fashion is that it changes. There’s always something new to love, and my wish list is constantly evolving. However, my wallet doesn’t always follow suit. If you are a college student, you understand my plight. With so many new trends it’s not realistic to buy them all. It would be wonderful, I thought, if I could use an old piece in a way that wasn’t just the same old trend. A couple of seasons back, we all HAD to have a brooch. It was the perfect amount of sparkle. Now, fashion has moved on and I can’t help feeling like my little brooch has been left in the dust. I still love it, but I was tired of pinning it on the lapel of my jacket or the front of my sweater.

Frustrated and broke, I went to my closet and stuck my brooch on anything that would hold it. I never realized how versatile it was. It automatically made casual pieces into classy pieces. It only took me a few minutes, but it will carry me through the season. I had at least five new items to wear, and I didn’t have to buy one thing.

**Headband:** Pin your brooch to a stretchy, knit headband to make it look more elegant than athletic.

**Wrap Sweater:** Take a normal cardigan, cross over, and pin for a more shape-defining look.

**Necklace:** Amp-up a delicate chain by lacing on a brooch.

**Clutch:** Attach your brooch to a simple clutch for an accessory that’s instantly luxe.

**Shoe:** Put a brooch on a shoe and it’s like a brand-new pair. Don’t worry, they don’t need to match!

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FASHION WEEK
Continued from page one

theme was reportedly inspired by Donatella Versace’s recent trip to Palm Springs. Her sunset styles showcased the distinctive Versace sexiness, with a newly found classiness that included smoother lines, longer skirts, and cropped, lean pants. A collection of three breathtaking “water-color” gowns, that were as rare as a trickling desert stream, received a round of applause for their ability to practically descend down the runway. Donatella’s line seemed to literally take you from dusk to dark as the collections’ sunset colors deepened to midnight navy. Rich gowns that ended the show resembled endless desert skies scattered with diamonds that were sure to leave viewers with sweet dreams of Versace.

What was clear that the dress is the item of the season. This spring, stock up on dresses and skirts that hit mid-calf in floral prints and delicate colors to achieve the fresh, feminine look. Accessories were kept light on the runway, so trade in your big, beaded necklaces and bangle bracelets for bare, fresh and glowing skin. Look for light and flowing fabrics, as well as lace, ruffles and pretty embellishments on everything from shirts to skirts.

SIX
Perfect Model
By Amanda Patterson

Why is it that America and the fashion world have been turned upside down by Canadian beauty Daria Werbowy? She’s unique. She’s the strawberry that was thrown into the fondue bowl. Mysteriously, the strawberry and the chocolate fondue fuse together to make a blend that is like none other before. That’s exactly what we love about her.

Is there something else behind her feline gaze that attracts the American audience? That’s what we’re wondering and instead we find ourselves buying those Prada and Chanel must-haves to somehow unravel the mystery that is Daria. We can’t say that she isn’t good at what she does. She’s well worth her price, as fashion houses such as Versace, Marc Jacobs, and David Yurman can’t seem to get enough of her. Daria has captured the fall/winter ads for Chanel and Yves St. Laurent, and soon will begin the Lancôme-fragrance campaign by the end of this year.

She is not just an American obsession either. The 5’11” Canadian model’s tall, lanky frame and chiseled features are attributed to her strong Ukrainian roots, and have landed her numerous cover shots for Vogue, W, Numéro, V, and Flare. Over the past five years she has grown into an international star, often seen in Vogue Portugal, Spain, France and Italy. With long, thoughtful, sapphire-colored stares surrounded by a cloud of chestnut locks, she presents an unforgettable image.

Daria Werbowy is the perfect fashion advocate. She’s soft, funny, flamboyant, mod and chic. She shines through the crowd, giving us the down-to-earth feel that makes us want to love her even more for her sincerity and honesty. It’s as if she’s saying to us, “If I can wear this, you can too.” Her appealing charisma is apparent in a photograph, and is how she’s able to land endorsements from the big houses, like Karl Lagerfeld’s Chanel. She has been titled the “girl of the moment” by Lagerfeld and when referring to her, he noted, “She is much more than a model — a personality and a unique beauty, a rare mix.”

Lagerfeld sums it up best. It is her personality that wins us over. Yes, she’s more than just a model: she’s the one we are all secretly jealous of; but, at the same time, applaud her success. If she was only gorgeous, she wouldn’t be Daria Werbowy.

Campus Interviews
By Danielle Bacigalupa and Kari McElwee

Philadelphia University is full of fashionistas. We found some people, however, who are not quite as fashion-inclined as others. See if you can identify these Fall 2005 terms!

What is a bustier?
“It’s one of these things.” (See picture.)
Jeremy Lauder ’05
Architecture

What are gauchos?
“Are they like goulashes?”
Eric Hilton ’09
Pre-Med

What is houndstooth?
“Houndstooth is the name of a historical park.”
Scott Boone ’09
Finance

What is paisley?
He had nothing to say.
Thomas Jefferson, The Tuttleman Center

What is a bolero?
“A bolero is some snooty dessert.”
Matt Ricci ’06
Digital Design
Lolo + Gretch
Continued from page one
our bags.” In addition, Lolo + Gretch Dahling continues to accept custom orders.

Since the company’s launch, Miller and Hedrick have garnered publicity from local magazines all the way to the popular pages of Teen Vogue. Sales are now coast to coast and the unique bags are now even going to be made available through a retailer in Maui. Miller and Hedrick express interest in expanding the company into clothing, as well as bigger bags. Regardless of their decision to expand, the dynamic duo continues to grow at their own pace, and the future looks bright.

Hand-painted design by Bird.

Support Philadelphia University alumni! Catch Lolo + Gretch Dahling closer to the holidays at Traveling Wares (a traveling craft/design show that is hosted by different restaurants and bars in the city including Tattooed Moms, Sugar Moms, 700 Club, Dirty Franks and more)! For more information, and a peek at their collection, visit www.loloandgretch.com.

Events Coming Up in Spring 2006

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

January

24 Design X Fashion Show

February

TBA Portfolio Presentation
TBA Fashion Design Rome Exhibit
TBA Trend Seminar

March

TBA CFDA Scholarship

April

TBA Coates Brothers Design Competition

May

6 FIA Annual Fashion Show, Academy of Music
TBA Air France

Details of these competitions and special events may change. For updated information, please check your email.

Fashion Design students: Please check your email for news and updates on special events, competitions, scholarships, etc.

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Hand-painted design by Bird.

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