Focus on... Alumni

Diana Boric
By Chaisley Lussier

Choosing a career to pursue after college graduation is something many students think about. We’re unsure of the road ahead of us, but, if we’re lucky, we will end up in the right place. For Diana Boric, StyleLine’s Alumni Focus, she paved her own road to success with her Philadelphia University education.

Boric, creative services director for Glamour magazine, began her career by taking advantage of all Philadelphia University had to offer by participating in the student organization Fashion Industries Management becoming president her senior year and assisting with University fashion shows. Her on-campus experiences later helped her assist in the production of mall fashion shows and work for several public relations firms and fashion magazines, such as Jane, Details, Maxim and now Glamour.

After several years of hard work, Boric got her big break at Glamour. She describes her day-to-day schedule as eventful and exciting. Glamour’s creative services team, led by Boric, pushed the magazine to new levels when it began running ads for such high-end designers as Cartier, Gucci and Prada. Boric’s team lures clients in with store, outdoor-media, event and film advertising and promotion.

Boric advises Philadelphia University fashion majors to hold tight to their good ideas when setting themselves apart in the magazine industry. “Once you have the right information and a solid idea, it rests solely on the packaging and presentation of the idea, before you can execute and sell the performance,” she said.

Focus on... Study Abroad

Rome
By Laura Kessler and Kaitlyn Usher

More and more students are packing their suitcases and flying to Europe for semesters abroad. Philadelphia University’s Fashion Design Program offers students chances to work in truly inspirational fashion communities overseas. Cities such as London, Paris, Rome and Barcelona are just a few on the long list of possible travel destinations.

According to our very own Jay McCarroll, adjunct professor of Fashion Design, former student and winner of the first season of Bravo TV’s Project Runway reality show, “Europe offers inspiration and creativity that the United States could never give you.”

Out of all the European countries, Rome is one of the hottest places to go for an unforgettable learning and traveling experience. Philadelphia University students who study abroad there learn from fashion professionals at the University of Rome. In addition to the outstanding professors, the beautiful campus affords an intimate educational experience. Many tourist sites are also within walking distance or a short bus ride away.

While strolling through the ancient city streets, students are able to take in all the history and culture Rome has to offer. Rome also happens to have some of the best shopping in the world. Whether you have a small budget or loads of cash, you can never go wrong drifting through the infamous city flea markets. If you’re looking for something more high-end, the Piazza di Spagna, commonly known as the Spanish Steps, has streets upon streets of designer stores. In addition to the city’s great shopping choices, students are also welcome to socialize in Roman cafes` (bars) and restaurants.

The benefits of study abroad are endless—take it from Fashion Design junior Kaitlyn Usher, currently studying at the University of Rome.
Job opportunities in the fashion industry are almost endless. Whether you’re majoring in fashion design, merchandising or industry management, many positions are available. For example, if interested in the artistic side of the industry, there are jobs available in pattern making, clothing/accessory design, fashion illustration, as a style editor, etc.

With a fashion merchandising degree, you are able to pursue careers in buying, evaluating target-market needs, developing store displays and fashion coordinating. Fashion industry management majors can anticipate working in the areas of advertising and business administration. Despite these examples, don’t let your major discourage you from landing a position outside its prescribed job offerings.

Many bright, young minds from various majors leave Philadelphia University to become designers and managers for top retailers, entrepreneurs, special event directors and television-reality-series winners. Some of these former students can’t even describe their job titles because their duties range from color development to public relations and beyond. Because of this, it’s important to consider your personality and goals when discovering the career path that is right for you.

If you’re majoring in fashion design and want to make a decent wage, get together with fashion merchandising or fashion industry management majors and open a small boutique or tailoring business in your neighborhood. If more aggressive, try making your way into a global brand, head-up operations for a multi-billion dollar company or jump into the world of textile design. If you’re a real go-getter, earn degrees in other areas, such as journalism, and land a job writing for a fashion magazine.

Use your imagination to find your own career path and start researching job opportunities. Once you’ve developed a goal, don’t stop until you achieve it.

Focus on . . .
Inside the Industry
Different Realms of Fashion
By Jennifer Hawrylak

As the weather changes, so do the tastes and designs of top fashion designers. The new collections and looks featured on the runways are a mix of classic pieces paired with bold modern accents. You can expect fashionistas everywhere to be sporting skinny belts, black tights, metallics and fun trenches this season, making this year’s cold weather anything but. Here is a closer look at some of New York City Fashion Week’s most talked about collections and their designers.

**Balenciaga**

Balenciaga’s look for fall is dominated by slim-fitting blazers and lots of layers. The muted fall colors of the clothing mesh well with the louder, more colorful, accessories like bright-teal tights and a pair of primary-colored, industrially inspired heels reminiscent of LEGO’s.

**Marc Jacobs**

Perhaps one of the most well-known American designers, Marc Jacob’s new collection is characterized by chic, slinky dresses accented with a metallic touch and black tulle. Lots of “V” and asymmetric necklines and touches of crazy, bright-colored floral patterns are used to contrast the more reserved pastels, classic-cut jackets and slacks.

**Michael Kors**

Known for his consistently chic and classic collections, Michael Kors fans will not be disappointed by his slightly more adventurous pieces this season. The most notable pieces in his collection are his coats: camel trenches become more playful with fur-trimmed collars and leopard-print lining. Kors’ collection also marks the return of the skinny belt, which he uses to accent nearly all his dresses.

**Ralph Lauren**

Ralph Lauren’s new collection consists of classic pieces with a very modern twist. With a masculine theme, his collection includes neckties and top hats for both men and women. The chic, classic black and white colors that dominate most of his looks are contrasted with ruffles, black gloves and spring-colored florals in others.

**Versace**

Donatella Versace’s line for fall and winter emphasizes bold coats, metallics, black tights (as a staple) and sexy silhouettes. Her full-length dresses are light and flowy, while her short dresses are accented with skinny belts and hints of shine. With elements of bold color, fur and leather, her coats are a new twist on the classic trenchcoat.

**Louis Vuitton**

Louis Vuitton’s look for fall and winter is one of my personal favorites. In it, he pairs jewel-toned, knee-length skirts with sleek, swing jackets accented with floppy berets and leather handbags. His dresses incorporate lots of movement and fluidity, with some even featuring a smooth color transition from neckline to hemline.
City Living Trends
By Kaitlyn McIlmail, Caroline Hagerty and Alyssa Imprevento

When living in the sixth largest city in the United States, finding a decent place to eat can seem overwhelming. Here are just a few places to check out:

Aromatic House of Kabob
www.gokabob.com

Located at 113 Chestnut St., the Aromatic House of Kabob offers customers a relaxed atmosphere and attentive service. Group-friendly, yet intimate enough for a date, this exotic gem serves authentic Persian food for connoisseurs of Middle Eastern fare. With appetizer and sandwich options for as little $5 each, it attracts youthful crowds into the late hours of the night. Be sure to try their shirazi salad or flavorful hummus, and, if you’re lucky, one of the waitresses might read your fortune from your Turkish coffee grounds.

Derek’s
www.dereksrestaurant.com

No matter what your preference, Main Street in the Manayunk neighborhood of Philadelphia has it all. When there, head to Derek’s for a casual dining atmosphere and locally grown organic cuisine. Choose to eat inside or on the outside patio and feast on a variety of appetizers, salads, sandwiches, burgers and perfectly aged steaks. Meal prices range from $6 to $30 per person.

LeBus
www.lebusmanayunk.com

Want a more intimate dining experience? Enjoy the specialty breads, bakery assortments and homemade dishes of Manayunk’s LeBus. Voted “Best of Philly” for its pancakes, LeBus’s other specialties include its famous turkey burger and sweet potato fries. While there, be sure to try a side of their homemade nachos. With its warm-and-cozy atmosphere, friendly upbeat staff and a meal price range of $10 to $25 and up per person, LeBus is great any time of day!

Bourbon Blue
www.bourbonblue.com

Looking for a place to splurge? With a New Orleans twist on American classics, Bourbon Blue has got it all. Its expansive cocktails list, Creole Bisque, Bayou Gumbo, New York Strip Steak and buttermilk-battered Southern fried chicken, make it one of the hottest bars and eateries in Manayunk (located off Rector Street). Come for the casual, yet upscale, atmosphere and stay for the tantalizing tastes.

The Look for LESS
By Kaitlyn Doherty and Nicole Enterline

The holidays are part of a season of giving, so why not give yourself a gift you don’t have to wait until Christmas to open? Beyond a holiday-party outfit, this ensemble easily mixes and matches with other pieces in your wardrobe and can be worn throughout the year. For under $100, who can resist it?

Photos:
1.) Reem Acra’s runway look
3.) Black tank, $5, Old Navy, www.oldnavy.com

Total cost: $89.92
Focus on . . . Color
Color Spectrum
By LaQuanna Dobbs

As the foliage beautifully changes colors this fall, so does the fashion color palette. A color frequently seen in this season's palette is grey. Ranging from charcoal to silver, grey has become the new black. In shiny satins and thick-tweed knits, it colors all clothing items this fall.

Although the force of gray tones is stronger than ever, don’t be too quick to chuck all your black staples. Black is still hot and can be seen on the runways of Calvin Klein and Fendi. Mustard yellow, plum and forest greens pose as brighter additions to fall wardrobes. Rusty reds and ambers, like those showcased by Versace and Chloe, complement Bill Blass’s jewel-toned blues. More wearable than previous seasons, metallics are not only perfect for holiday parties, but for the classroom, too.

To incorporate these color trends into your daily outfits, look to designers like Blumarine and Marc Jacobs. Bold enough to stand alone and versatile enough to wear with a pattern, this season’s colors are available in jackets, skirts, pants and tops, as well as in a variety of accessories.

Whatever your color preference, don’t be afraid to have fun with getting dressed. Wear what you feel, feel what you wear, and the rest will fall into place.

Photos:
1. Versace, www.style.com
2. Chloe, www.style.com
6. BCBG, Max Azria, www.style.com

Focus on . . . Textiles
Patterns
By Keisha Stole

The fall/winter runways burst with patterned collections. Animal prints of the zebra, leopard and white leopard varieties are made wearable this season by designers like Celine. Others, including Balenciaga and Nicole Miller, are showcasing an array of plaids, stripes, floral patterns and more.

Popular for holidays, taffeta ranges from reds to blues to black as well as checked designs thanks to designers like Jean Paul Gaultier and Betsy Johnson. Providing the perfect seasonal look, sequins also made DKNY’s latest collection sparkle.

If you love patterns or are simply looking to enhance your wardrobe, there are plenty of patterns to choose from this year.

Fabrics
By Laura Grashof

This season designers like Prada, Nina Ricci and Sonia Rykiel have not only come up with fascinating designs and fits, but one-of-a-kind fabrics and textiles that have some questioning whether they’re brilliant or just plain weird. Dubbed brilliant by fashion society, these designers are applauded for their creativity. Miuccia Prada uses 2007 to debut her unique collection of furry, laminated and synthetic-felt designs. Nina Ricci and Sonya Rykiel, although very different in their own ways, both created exceptional knit designs this season that include twisted sweaterdresses to feather-infused cardigans to playfully puckered and tucked designs.

Top fabrics to look for:
• Cashmere
• Placed Cable
• Tweed Yarns
• Velvet
• Silk
• Satin
• Crepes

Photos:
1.) Nicole Miller, www.style.com
2.) Betsey Johnson, www.style.com
3.) DKNY, www.style.com
4.) Celine, www.style.com
5.) Balenciaga, www.style.com
6.) Nina Ricci, www.style.com
7.) Prada, www.style.com
8.) Sonya Rykiel, www.style.com
Handbags

For bags, the fall/winter season is all about shapes, sizes, colors, textures and details. From earthy, relaxed hobos to structured, metallic satchels, this fall, anything goes.

To complete the perfect fall look, accessorize with slouchy hobos, structured satchels, large totes, slim clutches, roomy messengers and hip-length envelope bags. Big on color, this fall's bags can be found in metallic, bold yellow, orange, earthy brown and green colors, as well as ivory and cream, which lighten a dark-colored wardrobe. Texture and attention to detail are also found in designers’ use of quilted, embossed, crackled, pebbled and patent leathers, as well as animal prints and snake and croc skins. Yet, among them all, the stand-out trend for bags this season is hardware. From chain links to locks, most bags have a little edge to them. For those of us who prefer something more subtle, look for bags with braided-leather straps or other woven features. Sequined clutches and high-shine, patent-leather bags are perfect for a night out.

Footwear

Put your best foot forward this season with the new and oh-so-adorable footwear that's available.

A spin on the popular rounded ballet flat and classic ballerina slipper, one style to look for this fall is the boxed-toe ballet flat. Designers at the forefront of this trend include Marc Jacobs and Calvin Klein. Focused on color, Kate Spade offers flats in vibrant shades sure to brighten up any fall wardrobe and Tod’s keeps flats simple enough to dress up or down any fall outfit in classic black and white.

Another shoe staple essential to the season is the ankle boot. Also known as the “bootie,” this style has been recently seen on the feet of Gwen Stefani and Kate Moss. Easily paired with a skirt, tights or a pair of pants, this must-have footwear comes in a variety of embellished styles (lace-up, peep-toe, zipper) and fabrics (suede, patent leather).

Perfect with just about any outfit, who could forget the classic tall boot? Look for it in brown, black or gray suede and soft leather. For more variation, check out the new riding boot seen all over the runways to add a sense of chic or sophisticated sexiness to any ensemble. Tuck your jeans into them, throw on a fitted trench and you’ll be ready to go!

Hats, Scarves and Gloves

The cooler months are upon us. Although the practice of keeping warm may not always seem fashionable, this season’s warm accessories promise comfort and style.

The three basic items needed to keep the cold away this fall and winter are hats, scarves and gloves. When choosing warm accessories, try out styles in earth tones or colors that match your natural complexion. Hats, especially berets in soft knits and solid colors, can dress up a look. Knit ski caps aren’t just for the slopes anymore; try them out in fun colors and funky patterns and pair them with matching or complementary scarves. If using stretchy knits, choose bulky and long scarves. Finish off your set with a pair of much-needed gloves. Styles can range from convertible, fingerless gloves, to gloves that can be pulled up to the elbow, to leather driving types.

Whatever you do this season, don’t go out in the cold without the basics to keep you warm. Being cold is definitely NOT hot!

Photos:
Focus on . . . Beauty

Day to Night

By Daniela DeFelice and Meaghan Abell

Night

A night out on the town is the perfect remedy for everyday pressures.

For nighttime, this season is all about accenting the lips, eyes and hair. When preparing for a night out, think burgundy lips, black liquid liner (try liquid liner in black by Bourjois) and subtle powders that create the illusion of defined cheekbones. These bold makeup choices look beautiful accompanied by the varied textile colors seen in Chanel’s runway shows.

Feeling blue this fall? Midnight blue has replaced last year’s black and has been spotted on the runways of fashion icons like Alexander McQueen and others. Take advantage of this trend by incorporating shimmering navy eyeshadows (try Urban Decay’s Deluxe Eye Shadow in Ransom) or sapphire nails into your beauty routine.

And what about those stunning locks? Try a simple low twist to accentuate cheek bones and add elegance to your night-out look.

Spritz on a little Vera Wang Princess perfume along with employing these tips this fall and you will look and feel like a queen!

Day

This season, looking great during the daytime doesn’t have to be hard to do.

Keep your day look simple by using natural makeup. Peachy cheeks and sheer, golden eyeshadows define the born-pretty look (try Smashbox’s Aperture Blush and Nars’ Duo Sea, Sex and Sun eye shadows). Line your eyes with a black liquid liner (try Almay’s Black Pearl). Berry and red lip colors (try Revlon LipStain in Berry) match great with light eye makeup. For a more natural seasonal look, go with soft, peachy lips and radiant eye makeup.

Like your makeup, but want to enhance your hairstyle? Then, try out center parts, thick bangs or even a “pixie” cut. Be sure to routinely cut a couple inches off your hair to keep it looking clean and healthy. Say goodbye to perms and hello to loose waves. Long, full hair is also “in” and allows for a variety of styles, such as ponytails with a few loose bangs, chignons and the 60s “beehive” look. To make hair appear fuller, start with a protective leave-in cream (try Redken Smooth Down Leave-in Cream). Then, apply mousse (try Redken Full Frame 07 Protective Volumizing Mousse) and blow dry with your fingers. After blowing dry, apply more mousse. Finally, if you’re still bored with your hair, try adding an accessory to it such as a brightly colored headband or a fedora hat for those “bad hair days.”

Keep up this routine and you will be looking sleek and chic in no time.

Photos:
1. NARS, Zulu Nail Polish, www.sephora.com
2. Elie Tahaki, www.style.com
9. SmashBox Blush in Beach and Dual Bronzer, www.smashbox.com
Focus on . . . Events

Holiday Road Map
By Betsy Joyce and Tara Cunniff

Planning on staying close to campus this holiday season? We’ve uncovered the best of this season’s top destinations just for you!

Blue Cross River Rink
Cost: Skating admission, $6; skate rental, $3; on-site parking $8
For a wintry outing, visit the Blue Cross River Rink—an outdoor Olympic-sized ice rink located at Penn’s Landing in Philadelphia that features a heated pavilion, snack bar and game room, as well as a live DJ and karaoke every Friday and Saturday night. For more information, call 215.925.RINK or visit www.riverrink.com.

A Brandywine Christmas
Where: Kennett Square, Pa.
Cost: $6 with student ID
For a look at genuine, natural beauty, visit A Brandywine Christmas, which welcomes the holiday season with twinkling lights, fountain shows and choral and orchestral entertainment. Visitors are invited to warm up in its heated conservatory, where flowers bloom in the heart of winter. For more information, call 610.388.1000 or visit www.brandywinemuseum.org.

A Longwood Gardens Christmas
Where: Kennett Square, Pa.
Cost: $6 with student ID
For a look at genuine, natural beauty, visit A Longwood Gardens Christmas, which welcomes the holiday season with twinkling lights, fountain shows and choral and orchestral entertainment. Visitors are invited to warm up in its heated conservatory, where flowers bloom in the heart of winter. For more information, call 610.388.1000 or visit www.longwoodgardens.org.

New York Night Lights Tour
Where: New York, N.Y.
Cost: $40 per person
For a night that will light up your heart, take the New York Night Lights Tour. The best way to see New York City’s magnificent holiday lights, and a perfect way to end a great day of shopping, this holiday bus tour visits the Rockefeller Center’s Christmas tree, the lights of Grand Central Station, Fifth Avenue, Central Park, 42nd Street and Times Square. For more information, call 1.877.U.TOUR.NY or visit www.newyorkpartyshuttle.com.

Radio City Christmas Spectacular
When: Nov. 9, 2007, through Dec. 30, 2007
Where: New York, N.Y.
Cost: Tickets starting at $40
In its 75th year, the Radio City Christmas Spectacular offers visitors amazing performances by the Radio City Rockets and a view of New York City at Christmas, the North Pole and even Santa’s workshop. It also features an astonishing nativity scene that will warm your heart and convey the true meaning of Christmas. For more information, call 212.307.1000 or visit www.radiocity.com.

Focus on . . . Music

By Chaisley Lussier

Hailing from Franklin, Tenn., is Paramore, a new power-pop-punk band. The fivesome includes lead singer Hayley Williams, guitarist Josh Farro and his younger brother, drummer Zac. Jeremy Davis and Hunter Lamb are on bass and guitar. The group started off gigging in Nashville in 2004 and quickly rose to popularity in early 2005. Punk enthusiasts can hear their new single Misery Business playing all over the airwaves and catch their energetic new video on MTV.

Paramore played the Warped Tour during the summer of 2005 and soon after released their debut album, All We Know Is Falling. Paramore recorded their sophomore album, RIOT! in New Jersey after their sold out North American tour in 2006. The album was released June 12, 2007, and sold 44,000 copies in its first week in the United States.

Check out songs from their album RIOT!, which include Misery Business, Crushcrushcrush and We are Broken. The album is incredibly upbeat with its mix of rock, punk, pop and emo. Williams’ voice has been compared to that of Avril Lavigne, but better.

Over all, RIOT! gets an “A” all the way! If you like fun, chill music, this will make you keep coming back for more.

Photo: www.MTV.com
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Spring 2008 Fashion Calendar

Fashion Industries Association (FIA) will meet every Tuesday throughout the spring semester at noon in Hayward Hall, room 217.

January

29 Design X Fashion Show

February

TBA Fashion Design Study Abroad Exhibit

April


More information about these special events is forthcoming. Details are subject to change. Fashion Design students: For news and updates on special events, competitions, scholarship opportunities and more, please check your email.

Chaisley Lussier