PHILADELPHIA FASHION WEEK 2010
NICOLE PUCCINO

From Oct. 6 through 9, Philadelphia was alive and robust with the city’s second annual fashion week. Hosted by CMK Entertainment, the four-day event was held at the 23rd Street Armory in Rittenhouse Square. During the first two days, local designers, including students from the Philadelphia area, displayed their greatest works from their spring and summer 2011 collections. Philadelphia University’s very own Fashion Industry Association had the exciting opportunity to run the PhilaU part of the show, which boasted the intricate work of the University’s design students, from swimwear to bridal.

The city’s own Phrequency Blog commented on the phenomenal work of the PhilaU students, insisting that they “raised the bar for student-designed fashions.” Following the theme of “International Spirit,” the final two days were dedicated to the work of national and international talent from New York, London, Italy, Peru and many other areas.

Along with the fashion shows, Philadelphia Fashion Week integrated many other exciting things into the four days, including pop-up boutiques from the featured designers, live music, and food and cocktails from local chefs and restaurants. The entire event has seen much success and it looks to be a promising tradition both for the city of Philadelphia and Philadelphia University students alike.

ALUMNI SPOTLIGHT: LUCIA DISPIGNO-VIOLA ’97
LAURA WAGNER

Today’s college students are worried about finding a job. With student loans to pay off, and the shadow of a recession dimming the job market outlook, students are in need of assurance that they will be able to profit from their knowledge gained in college.

Lucia Dispigno-Viola ’97, an accomplished Philadelphia University graduate who works at QVC as the senior fashion design and development manager, admits finding an entry-level position was difficult, but also offers helpful advice, “Don’t be afraid to start at the bottom.” Since we are in a difficult economy, she advises that it is important not to get discouraged. Though students may not score an ideal position right after graduation, it is easy to use experiences during entry-level positions to compete for more appealing jobs in the future.

On a day-to-day basis, Lucia oversees product development and design for QVC’s direct import apparel. She held many other positions before she became the senior manager. At QVC, she was employed as a technical designer, a CAD designer, and the manager of spec design. Before working at QVC, Lucia held several positions at Lansdale Manufacturing.

When Lucia graduated in 1997, she cited her internship as her biggest asset. Though she did gain important knowledge on design, manufacturing, and consumers, Lucia said the most important lesson she learned from her internship was to be open to learning as much as possible about the fashion industry before she

WANT MORE STYLE? CHECK OUT ORGS.PHILAU.EDU/STYLELINE FOR MORE STYLELINE STORIES.
If there was a Best Dressed College Campus award, Philadelphia University would most certainly win it. The students here look great all the time and are always rocking each season’s latest trends. Every time I walk around campus, I feel like I have front row seats to a fashion show. But, how do students do it? Let’s be honest — none of us have the money to pour into a fabulous wardrobe, yet we still manage to snag the newest, coolest trends.

After thumbing through some magazines and “people watching” in the Kanbar Campus Center, I quickly noticed one of the biggest trends for the colder months: clogs. Seemingly stemming from Chanel’s Spring 2010 Ready-to-Wear collection, clogs have since taken the spotlight.

There is one problem though: the $625 Phillip Lim pair or the $325 DVF style definitely do not fit into most of our budgets. I set out on a mission to find an affordable version and found a great pair from Madewell for $168, a slight improvement from the expensive designer prices.

As my search continued, I found another buckled pair from Forever 21 for only $28.80! Now, that’s what I’m talking about. Whether on the high or low end of the financial spectrum, the investment is certainly worth it as the clog trend will likely carry into the spring. As Philadelphia University students have already come to realize, fashion is available at all price points and for all budgets. Fashion comes at a price, but it doesn’t have to break the bank.
This past May, Philadelphia University’s Annual Fashion Show, held at the Academy of Music, was nothing short of its theme: A Tribute to Elegance. As the largest student-produced fashion show in the country, the end product was very impressive. The Fashion Industries Association (FIA), a student organization on campus composed of fashion design, merchandising and fashion industries management students organized the whole event. The annual show functions as a showcase for PhilaU’s talented fashion design students.

Congratulations to the following students for their awards:

• Faith Anderson: Arcadia Sustainable Fashion Award
• Katherine Bogash: Coates Brothers Clothing Award
• Meg Dewey: Destination Maternity Award, Neiman Marcus Award
• Amanda Vereb: Fashion Design Faculty Award, N.A.M.S.B. Foundation Inc. Award, Joseph Klein Award for menswear
• Jill Garvey: FIA Award for Best in Show
• Bianca De Pietro: FIA Award for Most Creative
• Rachel Wendling: FIA Award for Best Senior Collection, Frank Agostino Award
• Meghan Fink: Young Spirit Award for childrenswear

Congratulations to all and best of luck to this year’s seniors.

Save the Date: 2011 Fashion Show on Saturday, April 30 at the Academy of Music.

Put to the Test with “Project OR”

Bonnie Catts

Forty-eight hours was all that Kaitlyn Doherty, a senior fashion design student at Philadelphia University, and five other student designers from across the country competed in the Outdoor Retailer Summer Market “Project OR” this past summer. The task was to design a women’s jacket, an original, innovative, eco-friendly, and functional prototype. Using donated performance materials, the students designed a multi-functional jacket for a woman who bikes to work, but also wanted a fashionable piece to wear out for a casual night on the town.

After arriving in Salt Lake City, the students were given a brief tour of the event and shown highlighted trends and themes to prepare them for the design challenge. Once informed about the design guidelines, the students presented idea boards to the judges for initial critiques before sitting down to construct the garment for the remaining day and a half. As they worked at tables in the Summer Market, the students served as an open display to event guests who were allowed to ask questions and vote on their favorite design.

Kaitlyn Doherty felt prepared for the challenge thanks to her internship with Philadelphia University’s Laboratory for Engineered Human Protection program (LEHP), which creates garments to protect American servicemen and women against battlefield hazards in the line of duty. Her design won the People Choice Award and first runner-up.

Styleline blog

orgs.philaU.edu/styleline

Be sure to check out the Styleline blog for the latest fashion news. The Styleline team focuses on both local and international industry news and examines seasonal trends to help the Philadelphia reader stay up to date. Topics like cuisine, local events, pop culture and film are also topics Styleline blog writers discuss. New members are always welcome, so start writing!

For more information, please contact Alyssa Imprevento

Rachel Wendling (right), winner of the Best Senior Collection and Frank Agostino Awards, poses with a model wearing one of her creations.
TEXTILES – FUR, VELVET AND LACE
ARIANA GROSS AND LEANNE BAILEY

There’s no doubt about it, the fall/winter season is upon us. And, since we’ve already seen the runways for this season’s trends, we know what key pieces we need for our fall/winter wardrobe. These current-trend textiles can be seen all over the runways and, knowing PhilaU students, already all over campus.

Fur was all over the runways for fall and winter 2010/11 in simple, but beautiful, fur coats. Unexpected fur pants were seen on the Chanel runway. Some fur was ragged and gave a more edgy look, some was tailored and elegant.

Velvet is one the most desirable textiles for the season. Skirts, dresses and pants in rich tones of the fabric are sure to turn heads. Is it its luxurious feel or its luminescent shimmer that make it so appealing? Whatever it is, we’re buying it. And Armani, Fendi and Prada are too. On a less expensive note, we love Gap’s velvet foldable flats that come in a little bag for easy travel.

Mixed prints are something new and exciting for free spirited individuals. This season isn’t about matching and coordination, so don’t be afraid to experiment and mix things up a bit. Designer Donna Karan is mixing prints like stripes and paisley with ease this season (see photo, left).

Whether it’s fur, velvet, or mixed prints, be sure to include some of these into your cold-weather wardrobe.

STAYING WARM THIS SEASON
CAROLINE HAGERTY

A good friend of mine once spent an entire winter without once touching a coat or jacket because they were not “fashionable” that year. Luckily, outerwear trends for this fall and winter seasons involve actually wearing clothing so we may actually manage to make it to spring alive. Fur coats and quilted down jackets will be key styles this year. Inspired by foxes and wolves, long-haired grey or gold furs offer a more updated, rugged take on the trend than the stereotypical “Cruella DeVille coat” of the past.

For those hesitant to wear fur, experimenting with a faux fur as a trim on a hood, glove or infinity scarf offers a much more eco-friendly, not to mention budget friendly, alternative. In addition to fur, those “puffy” jackets we all wore as children will be widely introduced into the market this winter. Luxury French brand, Moncler, famed for their oversized quilted down jackets, recently opened their first American store in New York’s SoHo shopping district. The brand also collaborated with hip-hop artist Pharell on a collection, which should further boost the trend across the United States. Additionally, asymmetrical hems have begun to replace last year’s oversized shoulders as a key silhouette detail and toggle closures offer an alternative to the typical trench belt-tie. With so many upcoming options, how can a fashionista resist retiring her old pea coat for a little something different? So, go ahead and actually wear a coat this season. It’ll be worth it.
With U.S. production down and garment imports far out-reaching exports, the American dollar is suffering and the trade deficit is growing larger. India supplies the United States with one-third of its textile exports alone, costing the United States a whopping $22.4 billion in 2009. China, projected to be the largest economy by the year 2025, will no longer be just a place to source goods. It will be looked upon as the new market with their ever-growing middle class.

The question of outsourcing begins with the consumer. The American consumer demands the best merchandise at the best price — regardless of the balance of trade. On the flip side, the investor desires high-profit margins. The unfortunate truth to these needs is that labor and facilities overseas is, as the saying goes, dirt cheap.

In addition to the decline of the American dollar, jobs in the apparel and textile industry have suffered severely due to production outsourcing. Since 1980, over 900,000 U.S. jobs in the garment industry have been eliminated. The Garment Workers’ Union has fought to prevent this overseas takeover.

America’s outsourcing may have provided lower production costs for the U.S. apparel industry and an abundance of new opportunity for overseas employment, but there is still a cost: child labor, harassment, discrimination, overtime and subjecting workers to some of the poorest health and safety conditions in the world. In July 2010, the U.S. Department of Labor’s Bureau of International Affairs banned imports from India’s textile and apparel industry due to evidence of forced or indentured child labor in Indian factories. Twenty-nine products from 21 countries were banned, including cotton from Benin, China and Uzbekistan, all due to conflict in factory standards. New programs have slowly started to be implemented in order to cut down on the abuse. In Cambodia, the International Labor Organization implemented a factory-monitoring program to set an example for factories.

Overall, America has turned to outsourcing as a means to save money. The reality is that, in turn, the United States has drowned itself in a deficit, obliterated its apparel occupations, and inadvertently promoted exploitation of other country’s people.

Outsourcing garment production to foreign countries like China and India creates tremendous opportunities for textile and apparel companies in the United States. By sending their production abroad, these companies are able to cut costs. Workers in these countries are skilled, and willing to provide high-quality work for a substantially lower salary than American workers. Lower operations costs and a focus on the company’s bottom line promotes economic growth and efficiency. While companies are cutting costs by moving labor abroad and outsourcing, they are also creating numerous jobs for workers abroad.

Much of the idea behind outsourcing can be attributed to having a comparative advantage. In other words, whichever country can most efficiently produce a particular good or service at a lower cost than another country should do the producing. Since it is much cheaper to construct certain types of garments and textiles in developing countries like China and India, a company could choose to outsource the production to one of those nations. When production costs are lower, the United States can produce more.

In the long run, outsourcing can be a great benefit to not only a company, but industries and entire economies as well.

According to Sweatshops and Third World Living Standards: Are the Jobs Worth the Sweat? by David Skarbek and Benjamin Powell, “These wages are obviously quite low compared to those in the United States, but a high percentage of people in these countries earn less than $1 or $2 per day. In 41 of 43 cases, working 10-hour days results in earning more than $1 per day, and in more than half the earnings are greater than $2 per day. Sweatshop wages raise workers’ standard of living higher than a significant fraction of the population.”

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New to Philadelphia University this semester is an elective course in fashion journalism. Professor Patricia McLaughlin shares her advice and experiences with those looking for a career in the industry from her time at Vogue to writing her current column, RealStyle.

Q: How did you get your start in the fashion journalism field?
A: I won second prize in the Vogue Prix de Paris in 1967, and the prize was a job as a junior editor at Vogue. When I was a senior in college, I had basically no idea what I wanted to do. So, I entered this sort of essay contest Vogue Magazine used to have for college seniors. (Jackie Kennedy won it her year.) I didn’t expect to win, I just thought it would give me the illusion of doing something about my future.

Q: What is the most valuable piece of advice you received when starting out?
A: “Just tell me about it, don’t sell it to me,” from Bulletin fashion editor Phyllis Feldkamp, when I started at the Bulletin and had to unlearn the breathless, hyper-adjectival “Darling-it’s-simply-not-to-be-believed-style,” I’d picked up at Vogue.

Q: What is the most rewarding aspect of the industry?
A: Everybody gets dressed, and everybody pays attention to how other people look, so everybody knows what you’re talking about. It’s not like writing about debentures and sinking funds and credit default swaps.

Q: What is the most challenging aspect you have found in writing for fashion?

Q: What kind of people do you think excel in this career? (as asked by the professor’s niece, 2006 interview)
A: It would help to be more assertive, more aggressive and much better organized — but that’s probably true for almost everything.

Q: Many think the life a fashion journalist is glamorous and full of perks, what would you say to these people?
A: I would ask them if they know where I can find a piece of molding for the right-quarter panel of my 1993 Volvo — the trim pieces are always falling off. I would tell them that, especially since the Philadelphia Inquirer killed its magazine (and my job as Style columnist along with it) and since it’s gotten even tougher to sell a syndicated column to impoverished newspapers, I shop for clothes exclusively at thrift shops and yard sales. (Most recent score: a black Tse, heavyweight, cashmere, cable cardigan for $30 at a house sale.)

Clicka, clicka, clicka, clicka, clicka, “going down?” The elevator door closes behind yet another fashionista working in New York City’s Condé Nast headquarters. The sound of her spiky, red-soled Christian Louboutins on the tile floor of the Teen Vogue waiting room seems to be a common practice here as she is the third woman I have seen wear them today.

Whoever said the workplace cafeteria can’t be fashionable? This is coming from a summer intern. Yet, for me — a “fashionista-in-training” — this is the greatest place for people and style watching. I questioned whether I was the shortest employee in the building and this is with heels on. Standing in the sushi line, I was absolutely towered over by a beautiful brunette standing behind me, and nearly blinded by the huge diamond elegantly placed on her boney, manicured, left ring finger.

I slowly move my eyes up from her black Louboutin’s (no longer a surprising sight), and make my way up her skinny, smooth, gently tanned legs — probably from a weekend in the Hamptons. A black-sequined skirt worn in the daytime and not on New Year’s Eve. I think it’s safe to say that she’s one of few who can pull this look off, yet my mind is quickly changed when I look around at the cafeteria as a whole. Everyone is dressed in those items we see while shopping and think, “Who would ever wear this?” Well, they can and do. And when I say “they” I mean the women of Condé Nast.

With hairdos free of fly a ways, teeth straighter than straight and whiter than white, the women of Condé have it together. Their powerful, high-profile jobs in the fashion industry allow for their flawless images and nothing short of amazing wardrobes. As if I even have to mention the Condé Nast staple wardrobe color is black, the only other color I think I’ve witnessed is red … and that’s on the bottom of their shoes.
SKIN CARE

ALANA MESSINA

You wouldn’t wear a heavy winter coat in the middle of July, just like you wouldn’t wear your favorite sundress in December. The same sensibility goes into your daily skin-care regime to keep your skin clear and glowing during the harsh cold months.

Hydrate: First, carry around a re-usable water bottle. Not only is it good for the environment, but drinking water keeps you hydrated — the basis for a healthy body and clear skin.

Cleanse: Wash your face every night before bed, which removes dirt, oil and makeup. Also, Neutrogena’s Oil Free Eye Makeup Remover ($5.79) is perfect. Unless you have very oily skin, it’s time to throw away your harsh face wash. Instead try Aveeno Positively Radiant cleanser ($7.49). It will wash away your makeup and cleanse your face without over drying. If you have really sensitive skin try Cetaphil ($10). This no-soap wash is gentle and non-irritating. It cleanses without stripping natural oils. Pat your face dry with a towel as rubbing can irritate the delicate skin.

Moisturize: Remember moisturize, moisturize, moisturize! Use something with no added perfumes or colors, like Clinique Moisture Surge Extended Thirst Relief. At $34 it is a little pricy, but of all the products to splurge on, moisturizer is it. That being said, do not OVER moisturize, your skin will soak up as much as you apply. Use your lotion once or twice a day, at most.

HAIR

CHRISTINA LAURIA

So long sunshine and effortless summer waves. Hello frosty temperatures and styled hair. Hot chocolate, cozy scarves, snowy days and new boots make the winter months bearable, but dry hair is a definite drawback. How do you protect your hair against the harsh weather? The answer: Tresemmé Fresh Start Dry Shampoo and Nexxus Heat Protection Styling spray. Let your hair rest, wash it less and cheat with Tresemmé on the days you skip shampoo in the shower. When you do use hair dryers and heat-styling tools, let Nexxus protect your strands and prevent extra dryness and frizz.

COLOGNE

ANDREW VAN SANT

Admit it men, you have probably done this at least once in your life. You wake up five minutes before your 8 a.m. class, and haven’t showered due to late-night marathons in the A&D Center. So what is a man to do? You run into your bathroom, grab the can of Axe named after some mythical, creature and let loose. This cruel way of layering stank with more stank is ineffective and just mean to your surrounding peers.

My wish is that if you ever find yourself in this situation, don’t reach for the Axe. Axe is for teenage boys. You are not a teenage boy. You might act like one, but you should at least project the image of an adult male.

Here are some fragrance suggestions that will allow you to smell great, whether it is an 8 a.m. design studio or a 8 p.m. date at Parc.

Marc Jacobs BANG - Spicy, woody, and downright sexy. The bottle is also fantastic too. $75 at Neiman Marcus for 3.4 ounces.
FALL/WINTER TRENDS:

SHOES

NICOLE KROPP

Just because the cold is coming doesn’t mean shoes have to go utilitarian... or does it? This fall, be ready to sport military- and cargo-inspired styles, so find yourself some chunky biker boots.

Last year, the new boot was the thigh-high or the over-the knee boot, so if you went out last year and bought a pair, don’t worry, because they’re back.

Heels or not, fur or lace-ups, buckled boots are a go for the fall. Chunky ankle booties are prevalent in stores along with heeled clogs, one of this season's most common new trends.

Everyone needs a pair of heels to give their feet some relief after wearing the highest of heels so why not try some oxford flats? They’re comfortable and go with almost any outfit. Whether they’re brightly colored or classic black or brown, they are definitely something you don’t want to miss out on.

CARDIO VS. STRENGTH TRAINING:

DON’T BELIEVE THE MYTH

KELLY NEYERS

One of the most common things you hear people say is, “I want to lose weight.” Sitting on the couch watching TV and “lik-ing” everything on Facebook isn’t getting you anywhere. However, a solid combination of strength training and cardio will. Don’t be afraid to put down the computer, venture off the couch and sweat a little.

Contrary to popular belief, cardio is not the only way to lose fat. Cardio does have many great effects and is important when trying to lose weight and keeping it off. For even better results, combine cardio with strength training. Strength training raises your basal metabolism, which causes you to burn more calories, more frequently. It can even impact the natural slowing of your metabolism as you age, and gives you a toned, sculpted look.

Our bodies need exercise. According to Daniel Landers of Arizona State University, we are not only physically healthier, but also mentally more stable after exercise. If the gym isn’t the place for you, incorporate exercise into your everyday activities. Try to change small daily habits, such as taking the stairs instead of the elevator.

If exercise is a challenge for you, it is important to make exercise activities more of a lifestyle than a chore. Incorporate exercise into your lifestyle and make your journey through life a healthy one.

5 EASY TIPS TO EXERCISE:

RHONDA DAVIS, DIRECTOR OF FITNESS AND WELLNESS

1. Find an Exercise Activity You Enjoy That’s the first step and it’s extremely important. All movement matters so pick what you love and go for it.

2. Mix it Up Throughout the Day You can achieve significant benefits from exercising in less time from a variety of exercises during the day.

3. Be Accountable and Consistent Find a friend to help you accomplish this; someone who is motivated, too.

4. Music matters Music can energize your mind, body and soul. Create a few playlists that will motivate you to make the most of your exercise time.

5. LIVE WELLNESS Make exercise an overall healthy lifestyle choice that you can live with for the rest of your life.

ACCESSORIES:

HEADBANDS

MORGAN GRIGLIONE

One of the most fashionable trends in accessories now is glamorized headbands. They’ve become so popular for one simple reason: they are effortless. Headbands are an easy way to accessorize any wardrobe. They come in many different styles, which allow this accessory to be very diverse and fit an assortment of personal tastes. Recently, embellished headbands have been sported by celebrities such as Mischa Barton and Vanessa Hudgens. Metallics, rhinestones and feathers are just a few items of embellishment found on this latest fall trend. Headbands are an overall great way to adorn even the most simple hairstyle. Fall into this fantastic fashion favorite!