

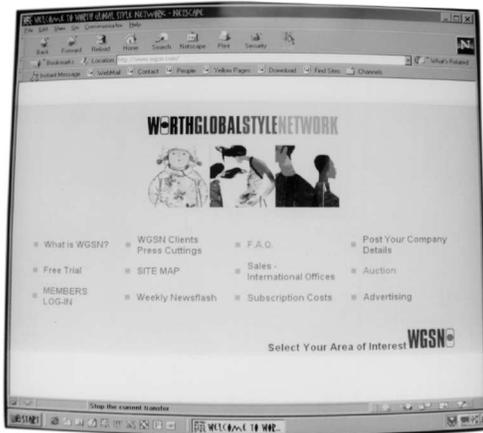
STYLE *Line*

Philadelphia University

Fall 1999

One-Stop Fashion Spot Is Online

by Heather



The Worth Global Style Network offers a wealth of information for the fashion industry

A phenomenal new fashion invention is now available to us here at Philadelphia University. We were the first university in the nation to have access to this new one-stop fashion spot. Worth Global Style Network (WGSN) is an indispensable, members-only web site that combines all of the elements of the fashion industry into one very extraordinary visual resource.

Two brothers from Nottingham, England, Julian and Marc Worth, developed the online information system to address the gap between the fashion and textile industries. This service caters to all the needs of the fashion business, from color and fabric forecasting to licensing.

The Worth system is comprised of news, trend analyses, trade resources and technical data, as well as video transmission of the latest international catwalks — within hours of the actual event.

WGSN is geared toward people working in the fashion business. Amid its wealth of information, the news directory is especially helpful. A staff of

journalists residing in the major fashion capitals report up-to-the-minute information on today's news. The directory can lead you to trade shows and through text and graphics explaining what went on at the events. The most interesting and informative part of the news directory, especially to us outside the industry, is "Features." It consists of leading designer and retailer interviews, as well as new trends and lines.

"City By City" is a component of the system that first provides a picture of a globe labeling the major fashion capitals. After choosing a city, a local map will appear with different areas, such as Soho or Upper Midtown in New York. After selecting the area of your choice, a grid map appears with stores categorized into womenswear, activewear, etc. It is definitely something you want to look into before visiting a new city.

Trend following is most important in fashion information systems such as Worth, which includes womenswear, menswear, children's and toddlers' wear, activewear and youthwear. Here the visual content aids in under-

ALUMNI PROFILE Scenes

Stefanie Leone: Behind the

It is sometimes easy to forget the behind-the-scenes people who make fashion work. The ability to actually see and touch what they do does not exist the way it does with a garment created by a fashion designer. So what exactly does make fashion exist? The bottom line.

"In a business which is forever changing, we must remember that there is a constant need to reinvent the ways in which we pull the customer into the store," says Stefanie Leone '84. As a Textile Marketing and Management graduate, she joined Strawbridge & Clothier as an executive trainee. During her 12-year tenure, Stefanie held many positions. Her last, before the sale of the company in 1996, was as the Better and Social Dress Buyer responsible for sales and profits of a \$7-million department. Prior to that, Stefanie was the Fashion Merchandising Coordinator for Women's RTW and Accessories. Her responsibilities included merchandising

and trend forecasting, advertising, training and development, and special events. Stefanie also held the position of Liz Claiborne Specialist.

Since 1996, Stefanie has been with Bloomingdale's, serving as the Director of Public Relations for its two Philadelphia stores: King of Prussia and Willow Grove. She is responsible for all press and media relations, special events and charitable/community projects.

Stefanie also takes an active role with our fashion merchandising students. She invites them to get first-hand exposure to this exciting part of the business by volunteering at Bloomingdale's fashion shows and charity events. She is also a frequent guest speaker to the Introduction to Fashion Merchandising class. She teaches the importance of professionalism, networking and the ability to think on the spot.

"You must always be ready with what I like to call your 30-second commercial. It is basically a brief summary about yourself," she explains. "You never know when you will step into an elevator with your opportunity of a lifetime... perhaps Ralph Lauren or Calvin Klein."



Stefanie Leone '84

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Evoking the Eighties

We walked like an Egyptian, rocked with Barbie and the Rockers, and wore our sunglasses at night. It was when we sacrificed our Saturday morning sleep for cartoons like the Smurfs and She-Ra and the wacky world of *PeeWee's Playhouse*. The teachings of new comedies taught us about *Growing Pains* and the *Facts of Life*. And if we were feeling ill we looked toward Dr. Huxtable to cheer us up. It was when Boy George was Big, the Breakfast Club was not only a place to eat and the only thing that was scary about Michael Jackson was his song "Thriller." It was the 80s.

Sure, we were young but those were the good old days for many of us. Yet, not only were the songs and shows a part of our life but without the eccentric 80s fashions, would we still have loved this decade?

Time After Time, Cindy Lauper shocked the culture with her new hairstyles. Whether the fad was to spike, dye or crimp your hair, one thing that never changed was its direction from the layers of gel and spray.

Blue eyeshadow, pink lipstick and fruit-flavored gloss were the makeup ideal. Everyone looked like they were ready to play football in shirts and jackets with the infamous large shoulder pads.

by Danielle Guiliana Puorro

Plastic was the number one accessory, from jelly shoes to bracelets to banana clips.

Jeans were stonewashed, pegged and ripped. Casually worn with push-down socks and Converse sneakers or dressed up with pantyhose and pumps. But they definitely had to be Jordache.

Whether it was purple, pink, yellow or green, it had to be neon.

And thanks to designer Betsey Johnson and aerobisizer Jane Fonda, we got to exercise our right for comfort as we sported around in leggings, off-the-shoulder sweatshirts and spandex pants.

So before the new millennium approaches, gather your Garbage Pail Kids cards, some old friends and your favorite record for an awesome time. And party like it's 1989! ■

Stylish Achievements . . .



Work by Taylor Griffiths at left; Mike Ternosky, center; and Renee Stricklin at right.

We salute the students who merited awards during the Spring 1999 semester.

1999 Annual Fashion Design Show

The creative talents of tomorrow's rising stars in the fashion design industry were showcased in the school's 1999 Annual Fashion Design Show, held April 24. The show brings together students from all the apparel disciplines. The students who coordinate and take part in the event are members of the Fashion Industry Association. Following are a list of the 1999 winners:

FIA AWARDS

Best of Show

Laura Watson

Most Creative Collection

Ya-Lin Chiu

Best Senior Collection

Greg Dickson

Best Senior Collection,

Honorable Mention

Deana Clarke

FRANK AGOSTINO

EVENINGWEAR AWARD

Jesse Burckhardt



DAVID'S BRIDAL EMERGING DESIGNER AWARD

Erin Horos

GOOD LAD CHILDRENSWEAR AWARD

Jesse Burckhardt

LIBBY HAYNES HYMAN

SCHOLARSHIP FUND AWARD

Erin Horos

FASHION GROUP EDUCATIONAL FOUNDATION AWARD

Jill Shook

Sharon King

NAMSB AWARD (MENSWEAR)

Laura Watson

NEIMAN MARCUS AWARD – MOST SALEABLE COLLECTION

Karey Nolan

PHILADELPHIA FASHION FOR PARKINSON'S AWARD

Mary Burke

FIA Award: Best of Show, Laura Watson (top); and Frank Agostino Eveningwear Award, Jesse Burckhardt.

Jill Shook...Patricia Underwood Millinery Award and Internship in New York

Taylor Griffiths...Best of Show Award, Earth Day Fashion Show sponsored by the Department of Environmental Protection

Greg Dickson and **Mike Ternosky**...Style Wars Fashion Show sponsored by the *City Paper*

Yen Trinh...1999 Bobbin Show Design Inspiration

Ya-Lin Chiu, Laura Watson, Greg Dickson, Bree Bashour, Erica Marks,

Heather Kruczkuk, Amanda Schramm... Wellman Master/Apprentice Internships

Jesse Burckhardt, Jill DiSiena, Joanne Creamer, Beth Spotswood...designs sold at silent auction sponsored by New Threads

Renee Stricklin...Coate's Brother Textile Design Award

Congratulations to all!

FOCUS on Fashion Merchandising: Ma Jolie in Manayunk

It is not always easy to find a clothing store with a friendly atmosphere and a great selection of styles and accessories that complement a woman's wardrobe. Ma Jolie Atelier, located on Main Street in Manayunk, however, specializes in customer service while keeping its clientele dressed at affordable prices and in original clothing.

The Boston sisters, Desie, Mariann and Nickie, started their boutique in 1983 and moved to their present location in 1992. The store, formerly the Manayunk Trust Co. built in 1912, boasts 4,700 square feet of bright retail space, including a second-story mezzanine. The original ornate masonry, decorative ceiling plastering and sunken clock have all been left intact and add to the store's unique atmosphere, which includes a 24-foot-high ceiling accentuated by a mural of a blue sky full of clouds.

The Boston sisters all play an equal role in the boutique's success. Nickie controls employee relations, marketing and store promotions and serves as merchandise manager. Desie oversees store operations and Mariann designs her own line of clothing and acts as "an eye" for the store along with Nickie. Their commitment to customer service and unique inventory have helped to

make Ma Jolie a one-of-a-kind fixture in Manayunk.

Ma Jolie provides clothing for many types of women and gears itself toward three types in particular: the fast-paced working woman, the casual suburban mother and the "on the edge," trendy woman. Ma Jolie's suit line, geared toward the

The sisters all play an equally important role in the success of their boutique.

working woman, features clothing by Garfield and Marks. Kiko, Worlds Apart, Bryn Walker and Pacific Cotton dress the casual mother while Cooperative label clothing, Bulldog and Bonnie Strauss fit the trendy woman's tastes. The boutique also features a private-label line of clothing to provide comfortable, fun attire for all.

The reputation that Ma Jolie has built for itself is not based solely on its clothing; it also carries collectibles, jewelry and shoes for women. "Ty" Beanie Babies and Buddies have been featured at Ma Jolie since the early 1990s adding to the family-friendly atmosphere.



The Boston sisters (from left): Nickie, Desie and Mariann.

Vintage jewelry by Jane Roth is featured as well as the jewelry of Marlin Schiff. Jane's beautiful antique case of jewelry includes some stunning pieces that date back as far as the 1800s. Marlin Schiff's illusion necklaces and sterling silver bracelets, earrings and necklaces are great gifts for women of all ages.

Finally a stock of women's shoes by vendors such as Paul Green, Kenneth Cole, Via Spigna and Steve Madden help to complete the ensembles.

Committed to the community, the Boston sisters are active members of the Manayunk Development Corporation (MDC) which puts together various events on Main Street in cooperation with merchants.

One such event is "Indian Summer." Leading up to this annual festival, MDC and Philadelphia University work together to provide students with exciting opportunities to display their passion for design and their knowledge of fashion. Students

are assigned to design different store windows on Main Street in the Indian Summer theme. Ma Jolie also has a commitment to its employees, most of whom are Philadelphia

University students. The sisters push the students to use their skills and knowledge while providing excellent customer service with a smile. By opening their store to them, Ma Jolie gives the students a glimpse into the success that could be waiting for them right around the corner. ■

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