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-
Welcome back, fashion friends. *StyleLine* has once again brought you an array of fashion news and entertainment. A team of writers has introduces everything from new fashion technologies to former fashion fun. The issue has also taken new steps by including FIA’s Annual Fashion Show and by acknowledging young fashion leaders as well as successful alumni.

Much thanks to Doreen Burdalski, Beth Mariotz, Clara Henry, Steven Bell and Mickey Wilson for all your help. Look for the Spring issue for more fashion insight.

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**Trends in Motion: On the Prowl**

By Stephanie Reynolds and Laura Kilch

Grrrrrrrrrrrrrrrrrrrrrrrrrrrrrrrrrrr…that is the latest word on the street or at least our new clothes seem to be suggesting it. The upcoming season’s collections have been featuring an array of animal prints that span all aspects of the market.

From Kate Spade purses to Gucci jeans, the runways have been stormed by this new look. Accessories have been the most obvious items “spotted” on the streets and trendy Manayunk shops with animal themes.

According to some Philadelphia University students and incoming transfer students, animal prints are making a positive impression on young consumers. Kevin Lyons, a second-year textile design student, told *StyleLine* that this new trend is “FIERCE just by accenting with the right pieces.” On the other hand, he remarked, “going overboard is tacky!!!”

The common opinion is that a hint of print goes a long way. Zebra, cow and leopard in a multitude of colors are what are most popular. Accessories such as belts, bags, shoes and scarves seem to complement one’s outfit the best. When asked his opinion about the new style, Donald P., an incoming transfer student, immediately responded: “Prints are wild and sexy and I would love to see more of them.”

Big prints, wild colors and strong shapes. Minimal, keep-it-simple trends of the past are being replaced with a more exciting and edgy look.

The result: a fresh take on modern style and more individualism among consumers.

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**Fall 1999 Fashion Calendar**

**September**

- Fashion Industries Association (FIA) meeting every Tuesday, Room 124, HH — new members welcome
- “Welcome Session” for freshman fashion merchandising majors, Sept. 16, 11 AM, Downs Hall
- Wellman Master/Apprentice Show, NYC, Sept. 17
- Philadelphia Phashion Phest, Sept. 22, 6 PM Cocktail Reception, 7 PM Fashion Show
- Manayunk Indian Summer Festival, Sept. 26 (Raindate: Oct. 3)
- Welcome Back Day for FD students, to be announced

**October**

- Industry-focus seminar on Nicole Miller Wholesale and Retail, Oct. 5
- F.I.A. New York Trip, to be announced

**November**

- Fashion Group International, Career Day, NYC, Nov. 19

**December**

- F.I.A. Design X Show, Dec. 2, 11 AM, Downs Hall

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**One-Stop Fashion Spot continued from page 1**

standing color, pattern and silhouette. Because color precision is so critical, all colors are referenced to the Pantone Textile Color System.

The “Catwalks” segment puts you virtually in the front row of any international fashion show, and only hours after it happens. WGSN provides three specialized directories. The first is the graphics directory, where a designer can scroll through logos or designs created by Worth’s graphic artists. This is to assist companies in designing their own symbol or tag. The second is the resource directory, consisting of listings of licenses available in the textile and fashion trades, and there is also a standard listing of fashion industry suppliers and services throughout the world. The third is the technical directory, which helps firms conduct business through practical information or industry standards.

The Worth system will not only serve as an aid to companies in the fashion industry, but is also an inspirational playground for students and designers. The system is relatively new, and will hopefully offer even more for us in the future.

(The University subscribes to the members-only Worth Global Style Network; others may sign up for a free 21-day trial on the site at www.wgsn.com.)
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.

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 millenium approaches, gather your Garbage Pail Kids cards, some old friends and your favorite record for an awesome time. And party like it’s 1989!

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

**Good Lad Childrenswear Award**
- Laura Watson

**David’s Bridal Emerging Designer 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

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

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**Stylo\(k\) Achievements . . .**

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 Basbour, Erica Marks, Heather Kruczek, 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 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.

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.